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**Hada et al.**

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(54) **OPTICAL FILM ROLL SET, AND METHOD  
FOR PRODUCING OPTICAL FILM ROLL  
SET**

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See application file for complete search history.

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*Primary Examiner* — Frank Font

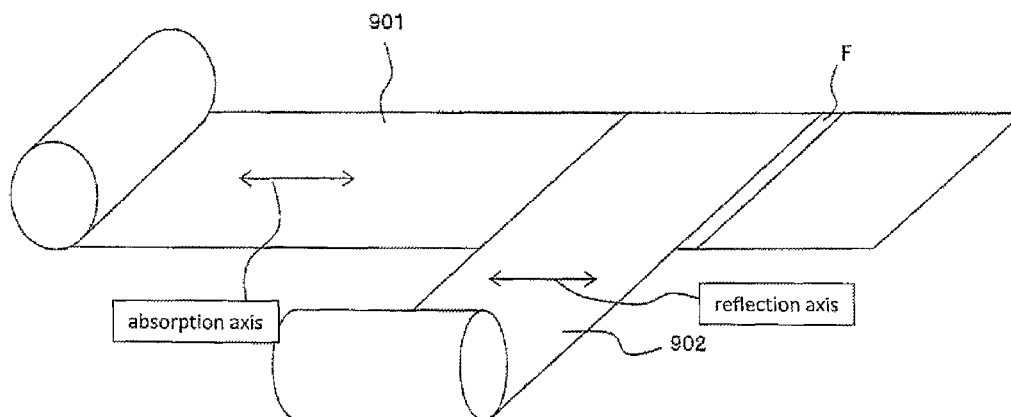
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(57) **ABSTRACT**

A set of optical film rolls for use in a process including  
supplying films and bonding the films, in directions relatively  
perpendicular to one another, to an optical cell, wherein a  
direction in which each film is bonded to the optical cell is  
equal to a direction in which each film is supplied, and the  
films are laminated to one side of the optical cell, the set of  
optical film rolls includes:

- a first optical film roll that is a roll of a first long multilayer  
optical film including a long polarizing film having an  
absorption axis in its longitudinal direction; and
- a second optical film roll that is a roll of a second long  
multilayer optical film including a long linearly polarized  
light separating film having a reflection axis in its  
transverse direction.

**17 Claims, 19 Drawing Sheets**



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- (52) **U.S. Cl.**  
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FIG. 1

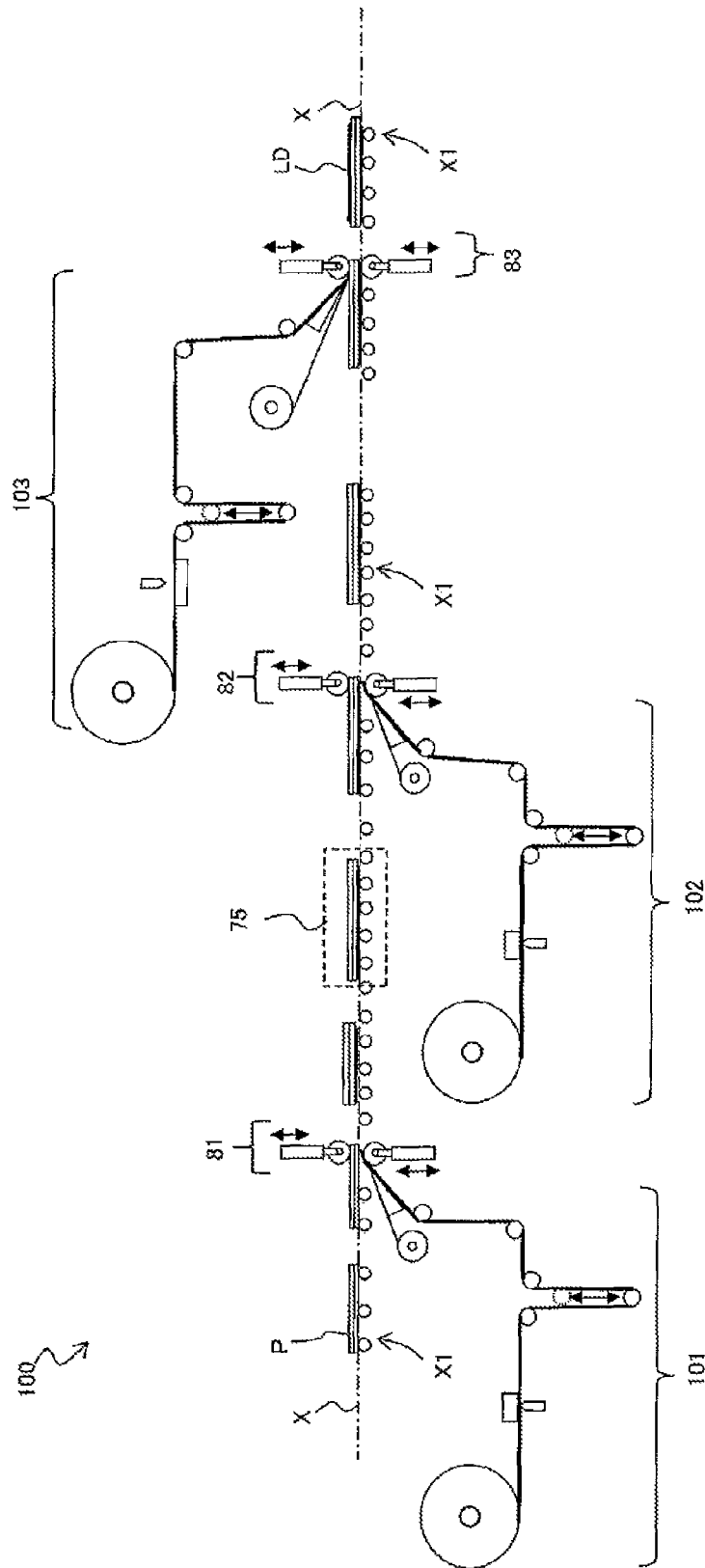


FIG. 2A

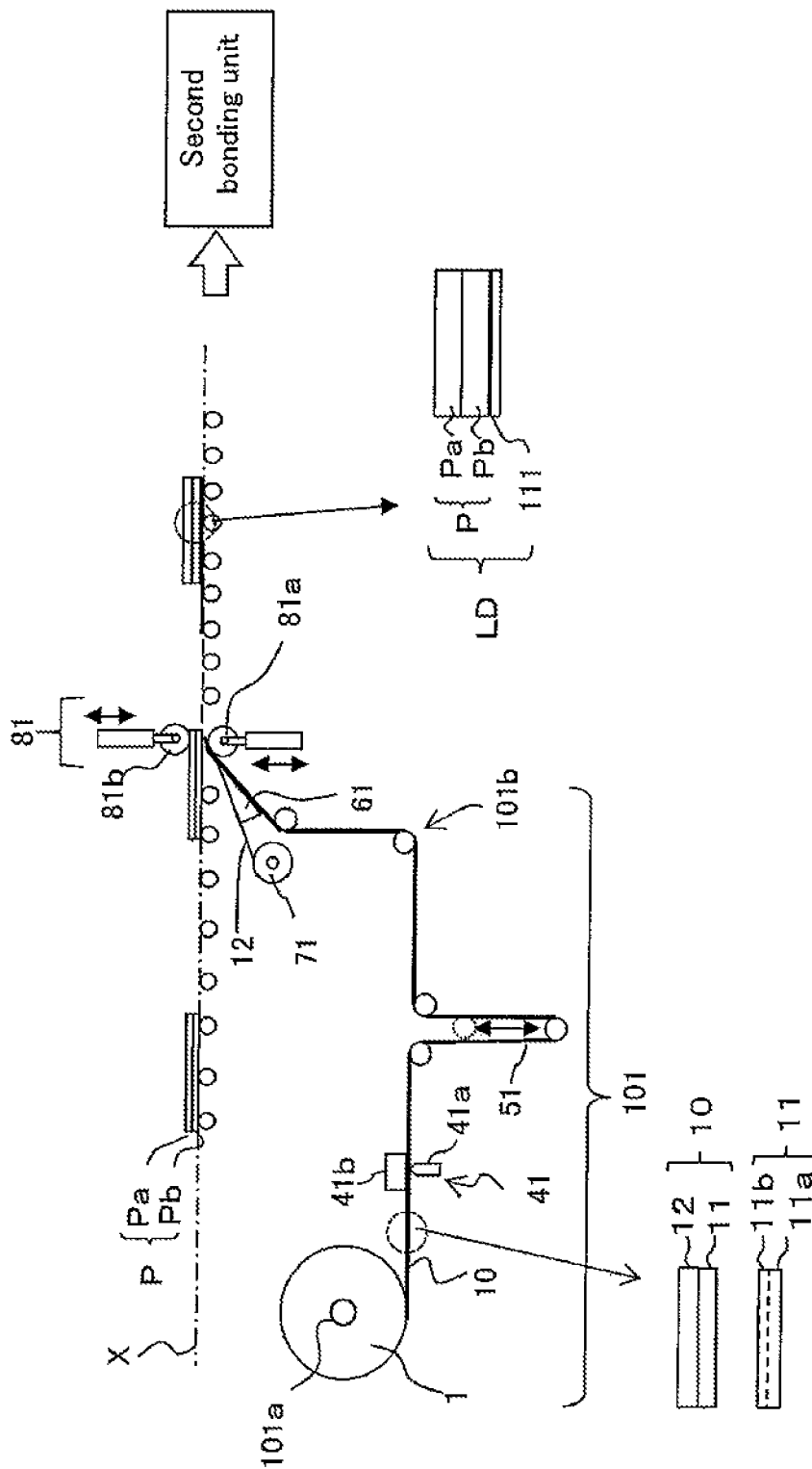


FIG. 2B

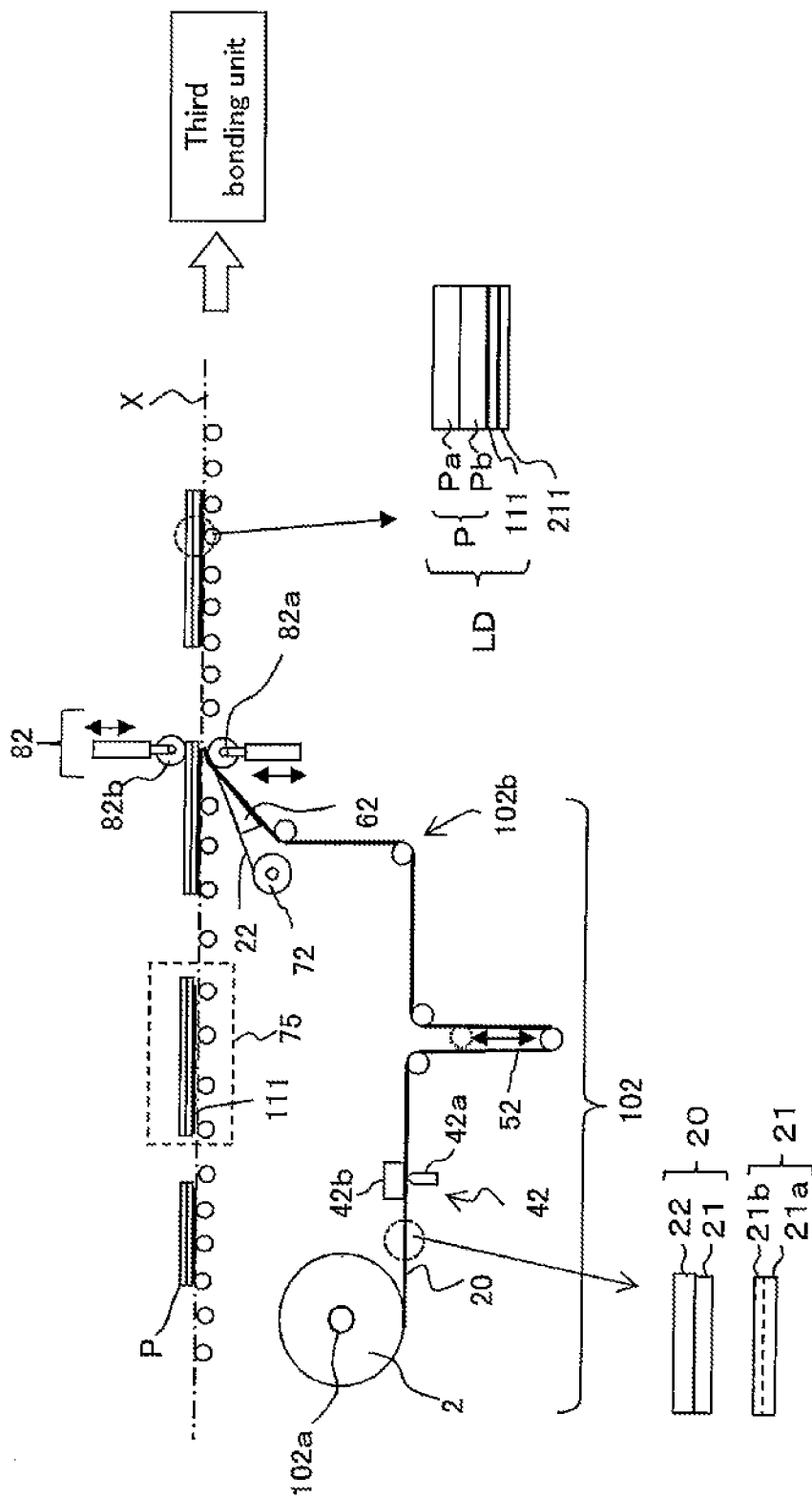


FIG. 2C

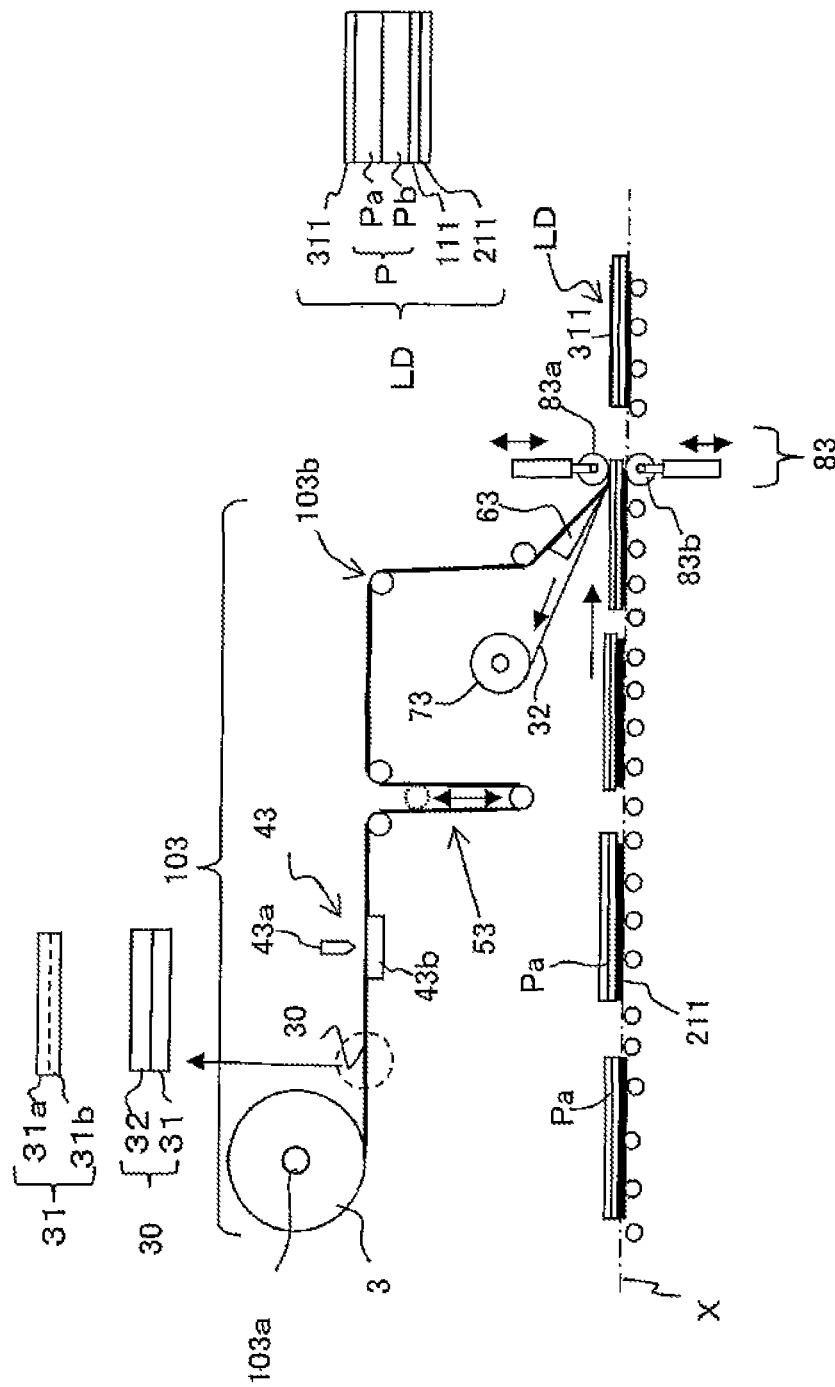


FIG. 3A

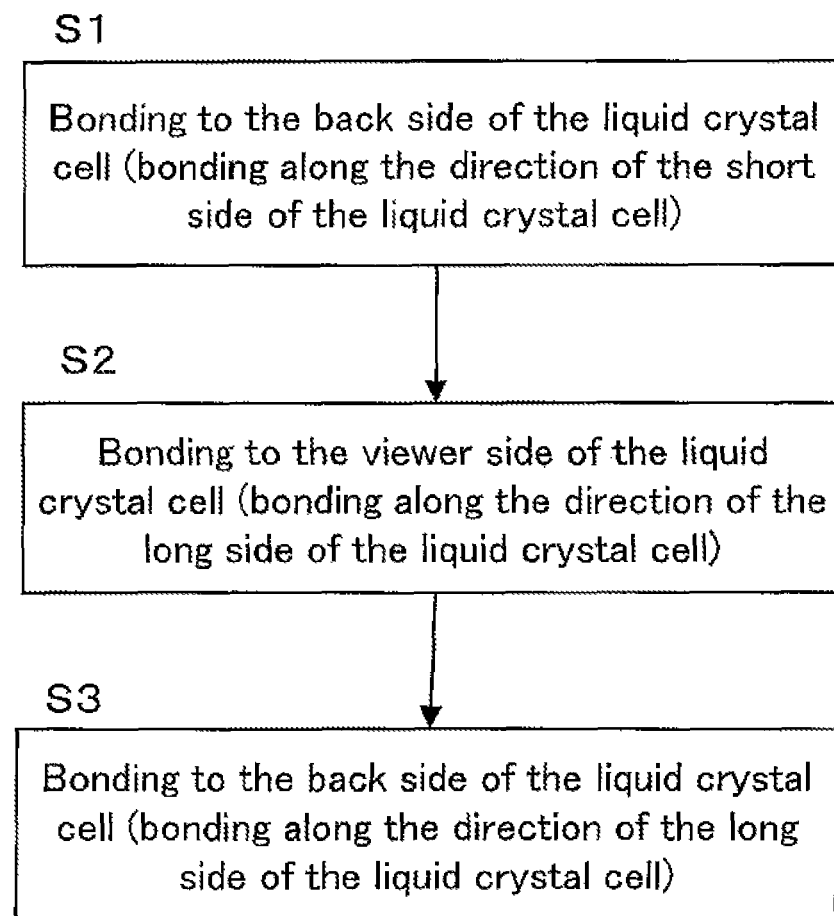


FIG. 3B

S11

Bonding to the back side of the liquid crystal cell (bonding along the direction of the short side of the liquid crystal cell)

S12

Bonding to the back side of the liquid crystal cell (bonding along the direction of the long side of the liquid crystal cell)

S13

Bonding to the viewer side of the liquid crystal cell (bonding along the direction of the long side of the liquid crystal cell)



FIG. 3C

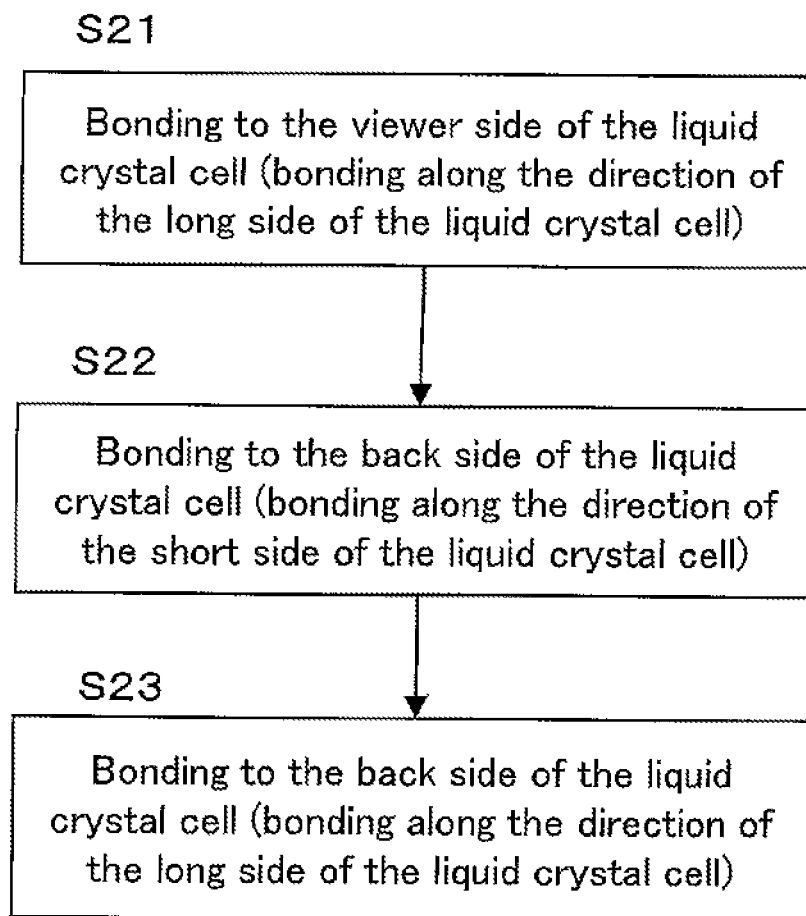


FIG. 3D

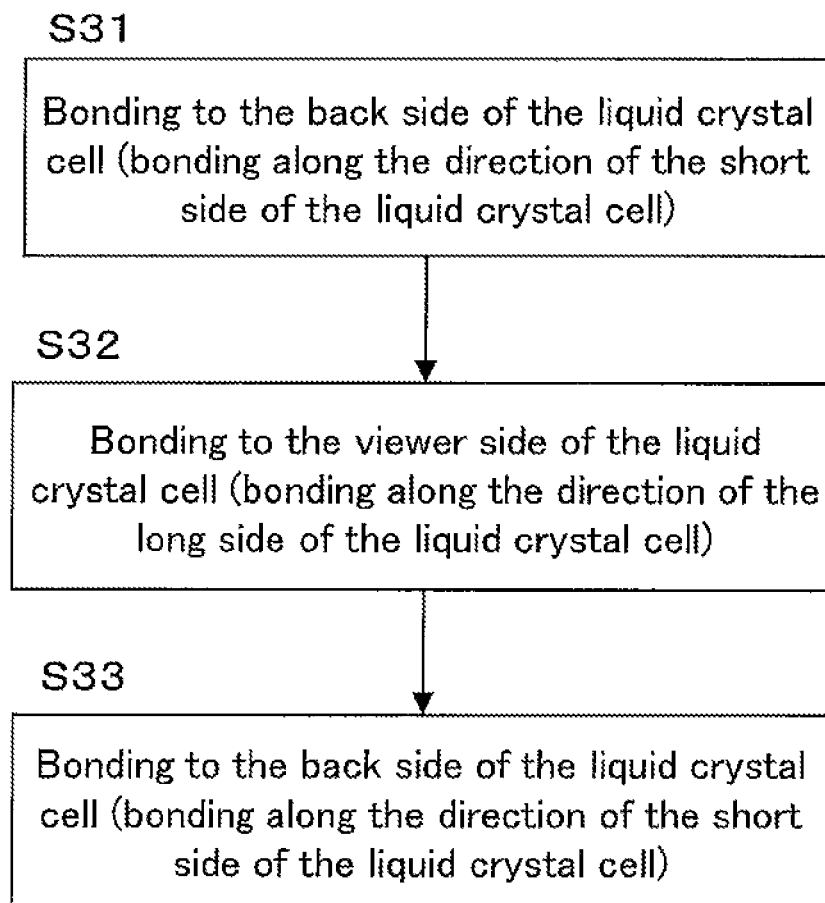


FIG. 3E

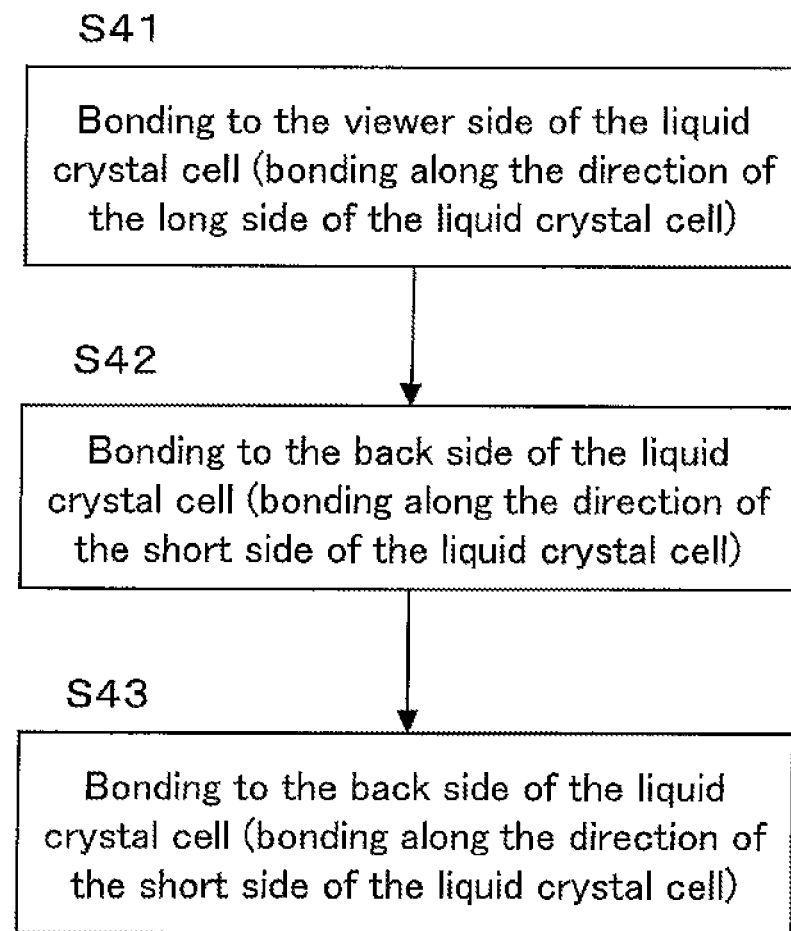


FIG. 3F

S51

Bonding to the back side of the liquid crystal cell (bonding along the direction of the short side of the liquid crystal cell)

S52

Bonding to the back side of the liquid crystal cell (bonding along the direction of the short side of the liquid crystal cell)

S53

Bonding to the viewer side of the liquid crystal cell (bonding along the direction of the long side of the liquid crystal cell)

FIG. 4

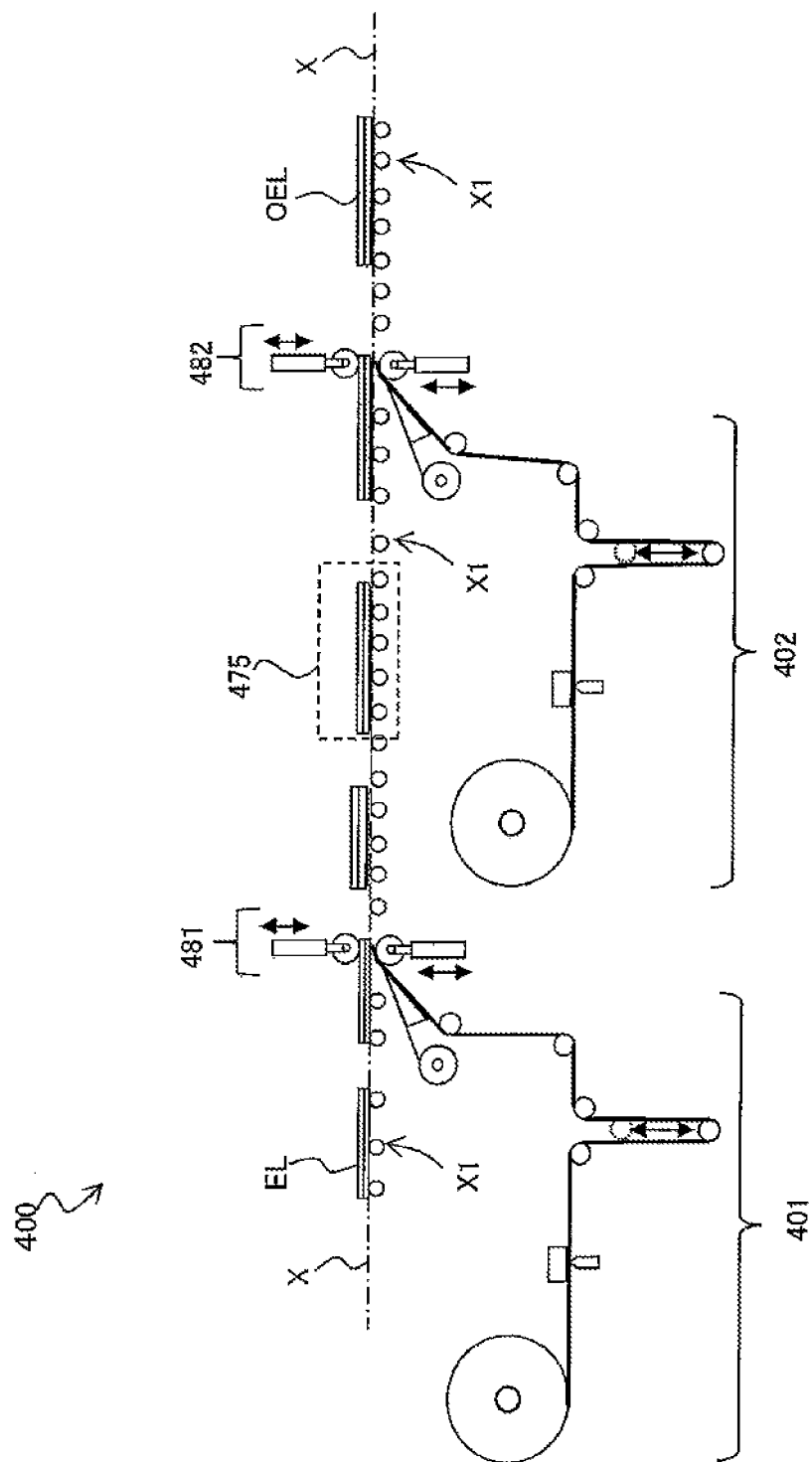


FIG. 5A

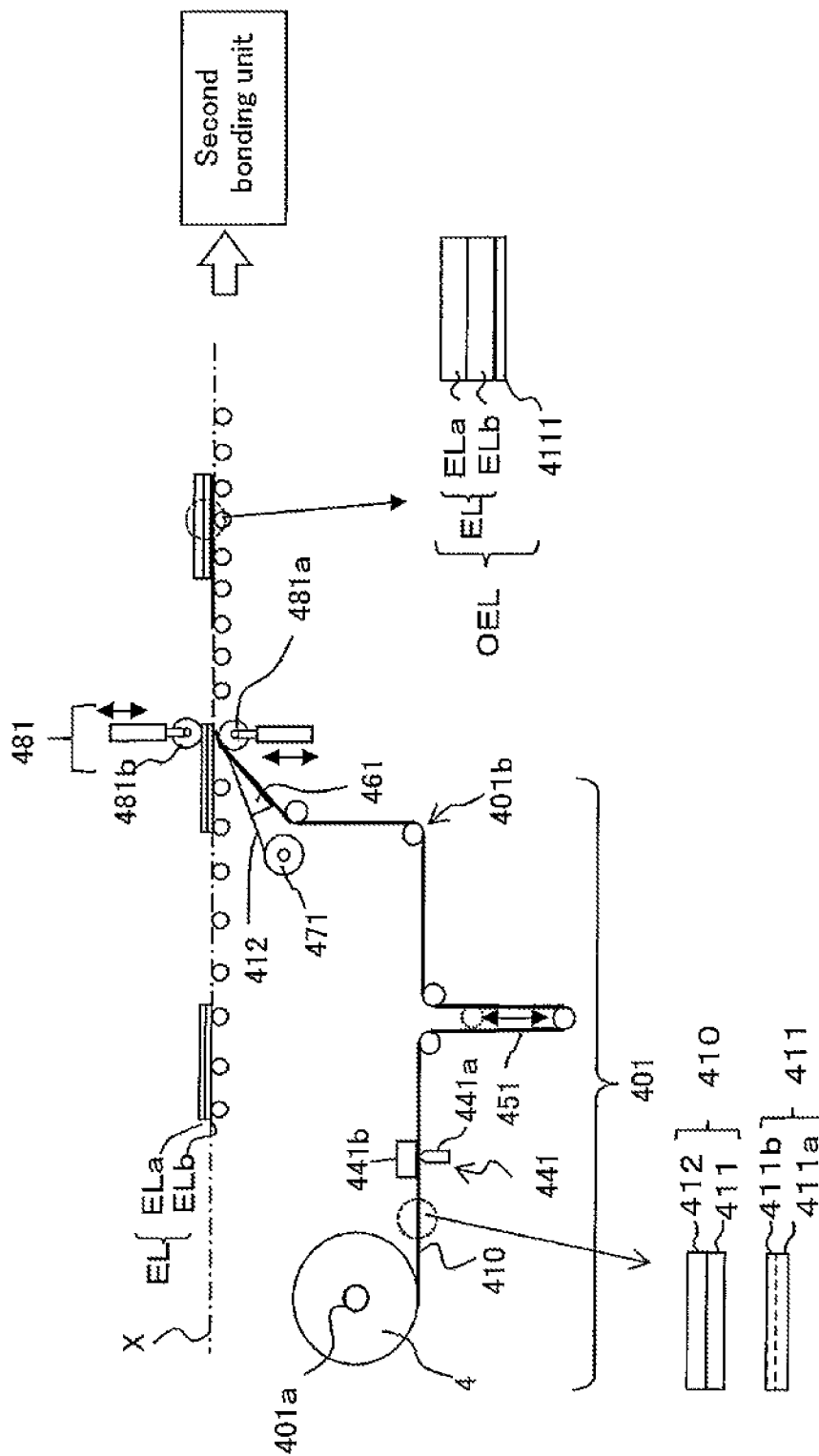


FIG. 5B

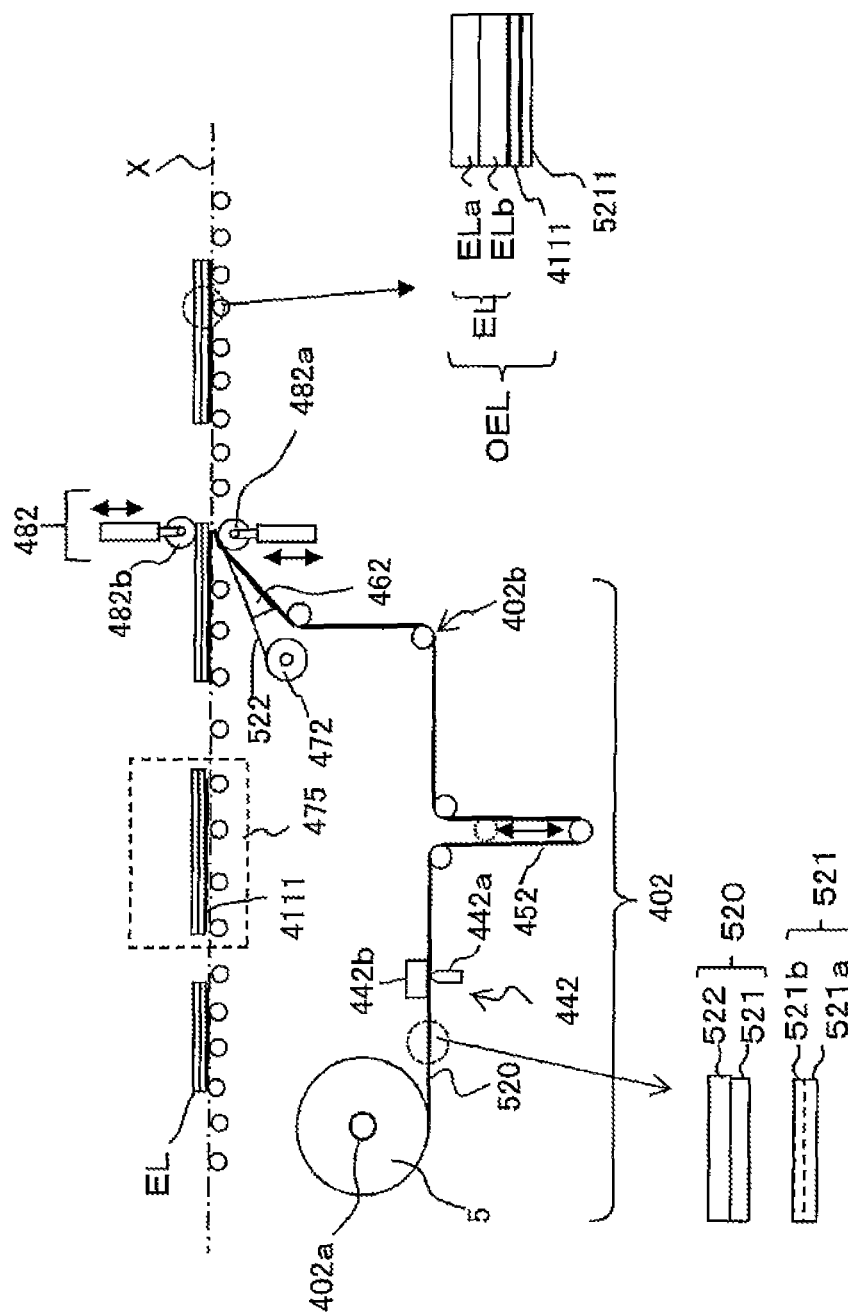


FIG. 6

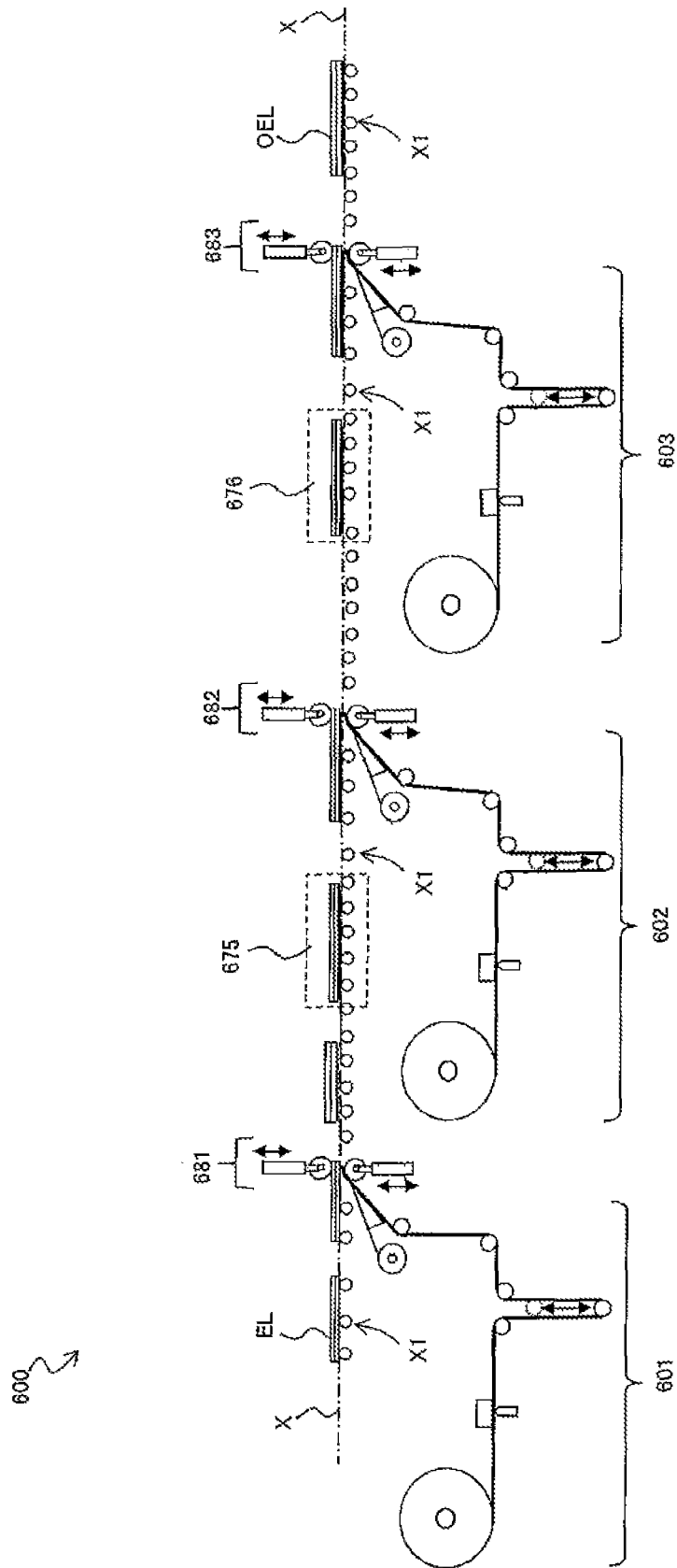




FIG. 7A

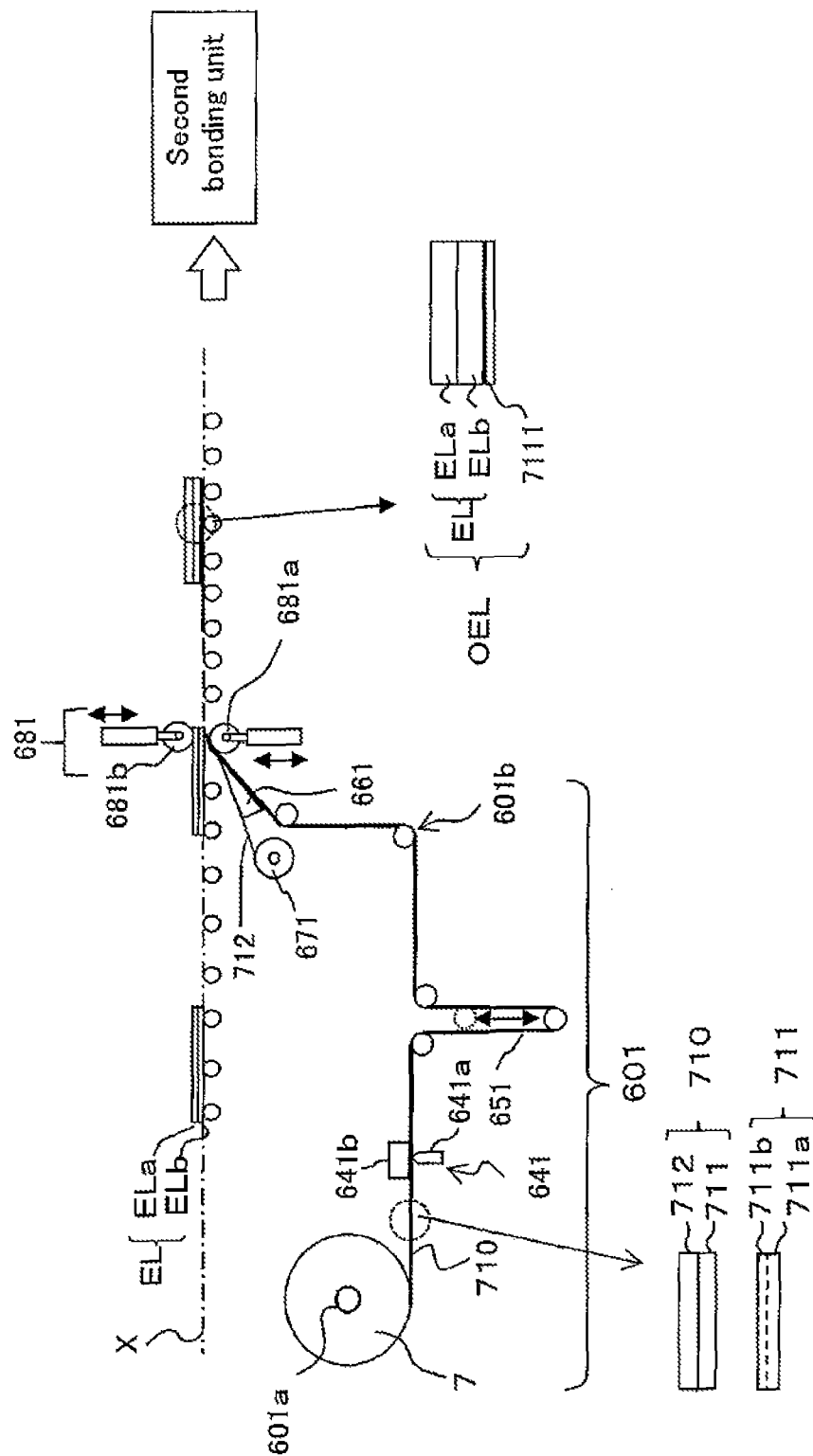
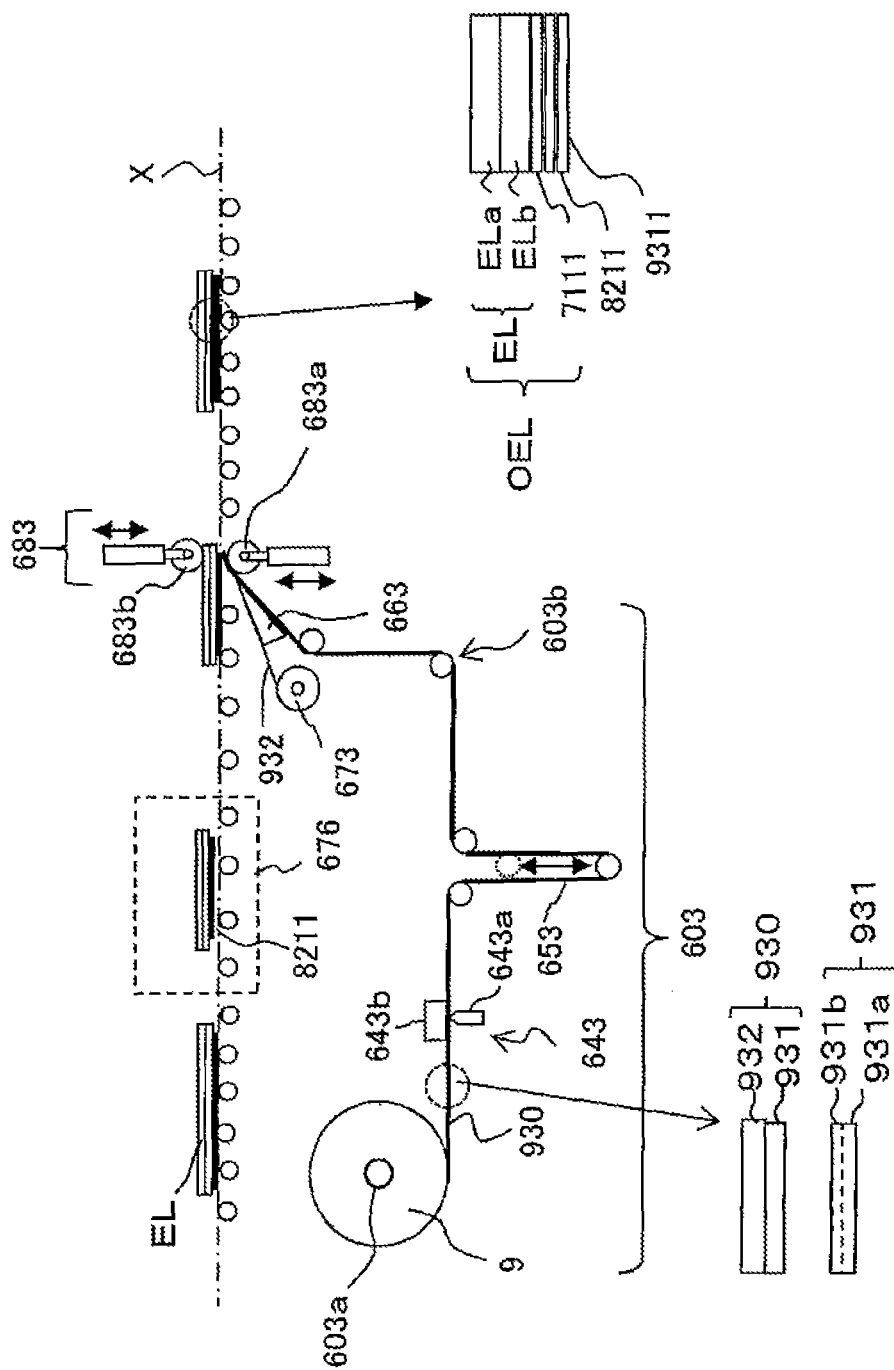
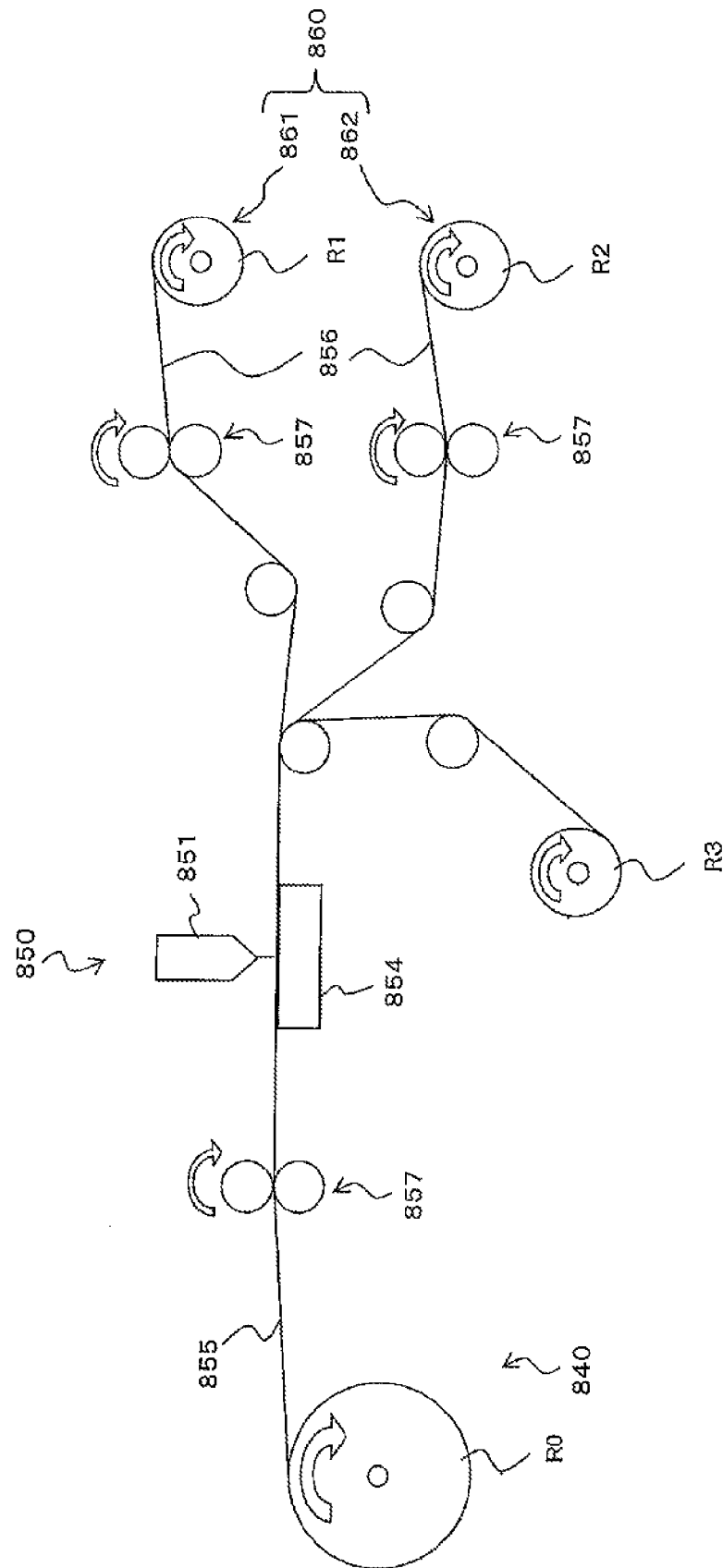




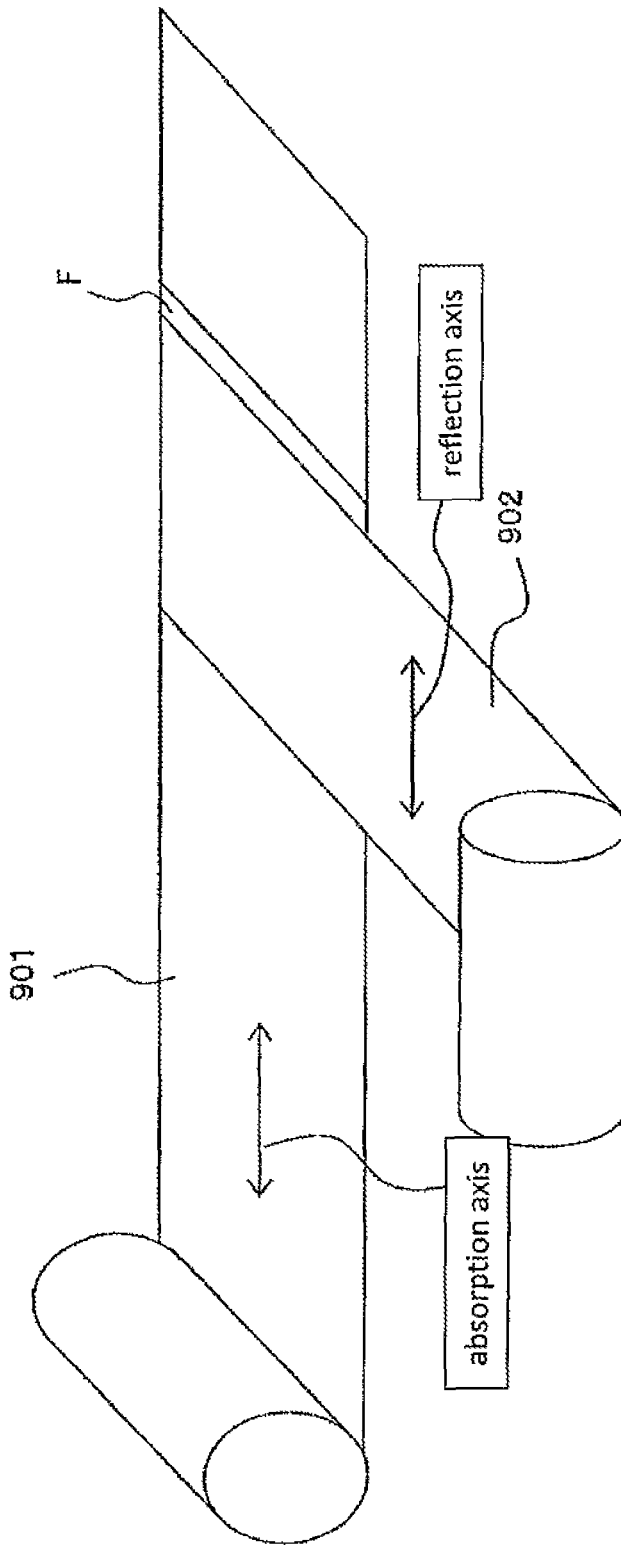
FIG. 7C





٥٥  
٦٥  
٧٥

Fig. 9



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# OPTICAL FILM ROLL SET, AND METHOD FOR PRODUCING OPTICAL FILM ROLL SET

## TECHNICAL FIELD

The invention relates to a set of optical film rolls and a method for manufacturing a set of optical film rolls.

## BACKGROUND ART

There is disclosed a method for continuously manufacturing a liquid crystal display panel, which includes unwinding, from a first optical film roll, a first long polarizing film having an absorption axis in the longitudinal direction; transversely cutting the first long polarizing film to form a first polarizing film; bonding the resulting first polarizing film to the back side of a liquid crystal cell; unwinding, from a second optical film roll, a second long polarizing film having an absorption axis in the longitudinal direction; transversely cutting the second long polarizing film to form a second polarizing film; bonding the resulting second polarizing film to the viewer side of the liquid crystal cell (what is called a Roll to Panel (RTP) system) (see for example Patent Document 1). The RTP system makes possible high-speed continuous production of liquid crystal display panels.

There is also disclosed a liquid crystal display panel with high light use efficiency, which includes a liquid crystal cell, a first optical film including a polarizing film bonded to the viewer side of the liquid crystal cell, and a second optical film bonded to the back side of the liquid crystal cell, wherein the second optical film includes a polarizing film and a linearly polarized light separating film laminated in this order (see for example Patent Document 2). There has also been a demand for high-speed continuous production of liquid crystal display panels with such a structure.

## PRIOR ART DOCUMENTS

### Patent Documents

Patent Document 1: Japanese Patent No. 4406043

Patent Document 2: JP-A-2002-196141

Patent Document 3: JP-A-2004-250213

## SUMMARY OF THE INVENTION

### Problems to be Solved by the Invention

In general, however, the transmission axes of a polarizing film and a linearly polarized light separating film are perpendicular to each other. Specifically, a polarizing film usually has an absorption axis in the longitudinal direction, and a linearly polarized light separating film usually has a reflection axis in the transverse direction. Thus, such a polarizing film and such a linearly polarized light separating film are not able to be continuously laminated in the form of long strips by Roll to Roll method or the like, and rolls of such optical films are not producible for the RTP system.

For example, it can be considered that with reference to the method described in Patent Document 3, an optical film roll can be manufactured by a process including placing cut pieces of linearly polarized light separating film of a determined size on a long polarizing film being unwound from a polarizing film roll and then winding the resulting laminate as it is without cutting it into pieces, and then subjected to the RTP system. In this case, however, as shown in FIG. 9, a part

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(boundary region) F having a certain area where the piece of linearly polarized light separating film **902** is not placed necessarily occurs in the long polarizing film **901**, so that a significant decrease in yield will be inevitable. On the other hand, if it is tried to bond the films with high precision so that the boundary region F can be as small as possible, the tact time will be significantly sacrificed. In addition, when the piece of linearly polarized light separating film **902** is placed on the long polarizing film **901**, the piece of linearly polarized light separating film **902** is supplied in a direction perpendicular to the direction in which it is bonded to the long polarizing film **901**. Thus, the piece of linearly polarized light separating film **902** cannot be smoothly bonded as it is to the long polarizing film **901**, which will also cause a problem with high-speed productivity.

The invention has been made in view of the above problems, and an object of the invention is to provide a set of optical film rolls suitable for use in high-yield, high-speed, continuous production of optical display panels each having an optical cell and optical films laminated to one side of the optical cell, wherein the optical films are not able to be continuously laminated in the form of long strips, and to provide a method for manufacturing such a set of optical film rolls.

### Means for Solving the Problems

The invention is directed to a set of optical film rolls for use in a process including supplying films and bonding the films, in directions relatively perpendicular to one another, to an optical cell, wherein a direction in which each film is bonded to the optical cell is equal to a direction in which each film is supplied, and the films are laminated to one side of the optical cell, the set of optical film rolls includes:

a first optical film roll that is a roll of a first long multilayer optical film having a width corresponding to the length of a pair of opposite sides of the optical cell and including a long polarizing film having an absorption axis in its longitudinal direction; and

a second optical film roll that is a roll of a second long multilayer optical film having a width corresponding to the length of another pair of opposite sides of the optical cell and including a long linearly polarized light separating film having a reflection axis in its transverse direction.

According to this feature, the first polarizing film and the linearly polarized light separating film, which are not able to be continuously laminated in the form of long strips, can be each continuously supplied from a roll, each bonded to the optical cell along the original direction in which each film is supplied from each roll, and bonded, in directions relatively perpendicular to each other, to the optical cell, so that they can be continuously laminated to the back side of the optical cell at high speed and high yield. This makes possible high-yield, high-speed, continuous production of optical display panels with high light use efficiency, each having the first polarizing film and the linearly polarized light separating film laminated in a proper arrangement relationship to the back side of the optical cell.

In an embodiment of the invention, the first long multilayer optical film wound into a roll includes a first carrier film and the long polarizing film placed on the first carrier film and having an absorption axis in its longitudinal direction, and/or the second long multilayer optical film wound into a roll includes a second carrier film and the long linearly polarized light separating film placed on the second carrier film and having a reflection axis in its transverse direction.

In an embodiment of the invention, in the first long multilayer optical film wound into a roll, the long polarizing film

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has a plurality of score lines formed in its transverse direction, and/or in the second long multilayer optical film wound into a roll, the long linearly polarized light separating film has a plurality of score lines formed in its transverse direction.

In an embodiment of the invention, the optical cell is a VA or IPS mode liquid crystal cell.

The invention is particularly advantageous for high-yield, high-speed, continuous production of high-contrast VA or IPS mode liquid crystal display panels.

The other invention is directed to a method for manufacturing the set of optical film rolls (which is any one of claims 1 to 4), the method includes the steps of:

subjecting a first raw (original) long multilayer optical film to slitting parallel to its longitudinal direction to form a first long multilayer optical film having a width corresponding to the length of a pair of opposite sides of the optical cell and winding the first long multilayer optical film, wherein the first raw (original) long multilayer optical film includes a raw (original) long polarizing film having an absorption axis in its longitudinal direction;

subjecting a second raw (original) long multilayer optical film to slitting parallel to its longitudinal direction to form a second long multilayer optical film having a width corresponding to the length of another pair of opposite sides of the optical cell and winding the second long multilayer optical film, wherein the second raw (original) long multilayer optical film includes a raw (original) long linearly polarized light separating film having a reflection axis in its transverse direction.

The manufacturing method of the invention is suitable for use in manufacturing the set of optical film rolls of the invention.

The other invention is directed to a set of at least three optical film rolls, includes:

the set of optical film rolls (which is any one of claims 1 to 4) or the set of optical film rolls manufactured by the method (which is claim 5); and

a third optical film roll for use in a process including supplying a film and bonding the film to a side of the optical cell opposite to another side of the optical cell to which other films are laminated, wherein a direction in which the film is bonded to the optical cell is equal to a direction in which the film is supplied, the third optical film roll being a roll of a third long multilayer optical film having a width corresponding to the length of another pair of opposite sides of the optical cell and including a long polarizing film having an absorption axis in its longitudinal direction.

This feature makes possible high-yield, high-speed, continuous production of high-contrast optical display panels in which the absorption axes of the viewer side polarizing film and the back side polarizing film are perpendicular to each other.

The other invention is directed to a set of optical film rolls for use in a process including supplying films and bonding the films, in directions relatively perpendicular to one another, to an optical cell, wherein the films are laminated to one side of the optical cell, the set of optical film rolls includes:

a first optical film roll that is a roll of a first long multilayer optical film having a width corresponding to the length of a pair of opposite sides of the optical cell and including a first long optical film; and

a second optical film roll that is a roll of a second long multilayer optical film having a width corresponding to the length of another pair of opposite sides of the optical cell and including a second long optical film.

According to this feature, the first and second optical films, which are not able to be continuously laminated in the form of

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long strips, can be each continuously supplied from a roll, each bonded to the optical cell along the original direction in which each film is supplied from each roll, and bonded, in directions relatively perpendicular to each other, to the optical cell, so that they can be continuously laminated to one side of the optical cell at high speed and high yield. This makes possible high-yield, high-speed, continuous production of optical display panels each having the first and second optical films laminated in a proper arrangement relationship to one side of the optical cell.

In an embodiment of the invention, the first long optical film and the second long optical film do not share a common optically-functional film.

According to this feature, films that do not share a common optically-functional film can be supplied from the first and second optical film rolls, respectively, bonded, in directions relatively perpendicular to each other, to the optical cell, and laminated to one side of the optical cell, so that they can be integrated to form an optically multi-functional laminate on one side of the optical cell.

Examples of the optical function include a polarizing function, a linearly polarized light separating function, a circularly polarized light separating function, a  $\lambda/4$  retardation producing function, a  $\lambda/2$  retardation producing function, etc. As used herein, therefore, the phrase "do not share a common optically-functional film" means that for example, when one of the long optical films is a film having a polarizing function, any other one of the long optical films does not include any film having a polarizing function but includes a film having an optical function (such as a linearly polarized light separating function) other than the polarizing function.

In an embodiment of the invention, the first long multilayer optical film wound into a roll includes a first carrier film and the first long optical film placed on the first carrier film, and/or the second long multilayer optical film wound into a roll includes a second carrier film and the second long optical film placed on the second carrier film.

In an embodiment of the invention, in the first long multilayer optical film wound into a roll, the first long optical film has a plurality of score lines formed in its transverse direction, and/or

in the second long multilayer optical film wound into a roll, the second long optical film has a plurality of score lines formed in its transverse direction.

In an embodiment of the invention, the set optical film rolls (which is any one of claims 7 to 10), further includes a fourth optical film roll for use in a process including supplying a film and bonding the film to one side of the optical cell in a direction equal to a direction in which the film is supplied, the fourth optical film roll being a roll of a fourth long multilayer optical film having a width corresponding to the length of a pair of opposite sides of the optical cell and including a fourth long optical film.

This feature makes possible high-yield, high-speed, continuous production of optical display panels each having the first, second, and fourth optical films laminated in a proper arrangement relationship to one side of the optical cell.

In an embodiment of the invention, the first, second, and fourth long optical films do not share a common optically-functional film.

According to this feature, films that do not share a common optically-functional film can be supplied from the first, second, and fourth optical film rolls, respectively, bonded, in directions relatively perpendicular to each other, to the optical cell, and laminated to one side of the optical cell, so that they can be integrated to form an optically multi-functional laminate on one side of the optical cell.

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In an embodiment of the invention, the fourth long multilayer optical film wound into a roll includes a fourth carrier film and the fourth long optical film placed on the fourth carrier film.

In an embodiment of the invention, in the fourth long multilayer optical film wound into a roll, the fourth long optical film has a plurality of score lines formed in its transverse direction.

In an embodiment of the invention, the optical cell is a VA or IPS mode liquid crystal cell or an organic electroluminescent cell.

The invention is particularly advantageous for high-yield, high-speed, continuous production of high-contrast VA or IPS mode optical display panels or organic EL panels.

The other invention is directed to a method for manufacturing the set of optical film rolls (which is any one of claims 7 to 15), the method includes the steps of:

subjecting a first raw (original) long multilayer optical film including a first raw (original) long optical film to slitting parallel to its longitudinal direction to form a first long multilayer optical film having a width corresponding to the length of a pair of opposite sides of the optical cell and winding the first long multilayer optical film; and

subjecting a second raw (original) long multilayer optical film including a second raw (original) long optical film to slitting parallel to its longitudinal direction to form a second long multilayer optical film having a width corresponding to the length of another pair of opposite sides of the optical cell and winding the second long multilayer optical film.

The manufacturing method of the invention is suitable for use in manufacturing the set of optical film rolls of the invention.

The other invention is directed to a method for manufacturing the set of optical film rolls (which is any one of claims 11 to 15), the method includes the steps of:

subjecting a first raw (original) long multilayer optical film including a first raw (original) long optical film to slitting parallel to its longitudinal direction to form a first long multilayer optical film having a width corresponding to the length of a pair of opposite sides of the optical cell and winding the first long multilayer optical film;

subjecting a second raw (original) long multilayer optical film including a second raw (original) long optical film to slitting parallel to its longitudinal direction to form a second long multilayer optical film having a width corresponding to the length of another pair of opposite sides of the optical cell and winding the second long multilayer optical film; and

subjecting a fourth raw (original) long multilayer optical film including a fourth raw (original) long optical film to slitting parallel to its longitudinal direction to form a fourth long multilayer optical film having a width corresponding to the length of another pair of opposite sides of the optical cell and winding the fourth long multilayer optical film.

The manufacturing method of the invention is suitable for use in manufacturing the set of optical film rolls of the invention.

In an embodiment of the set of optical film rolls of the invention, the first long optical film is a long retardation film comprising a laminate of a long  $1/4$  retardation film having a slow axis in its longitudinal direction and a long  $1/2$  retardation film having a slow axis in a direction making an angle of  $67.5$  degrees with its longitudinal direction, and the second long optical film is a long polarizing film having an absorption axis in its longitudinal direction.

In an embodiment of the set of optical film rolls of the invention, the first long optical film is a long  $1/4$  retardation film having a slow axis in its transverse direction,

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the second long optical film is a long  $1/2$  retardation film having a slow axis in a direction making an angle of  $67.5$  degrees with its longitudinal direction, and

the long fourth optical film is a long polarizing film having an absorption axis in its longitudinal direction.

Another aspect of the invention is directed to a method for continuously manufacturing, with the set of optical film rolls, an optical display panel including an optical cell, and a first optical film and a second optical film which are placed in this order on one side of the optical cell, the method including:

a first bonding step including providing a first optical film obtained by transversely cutting a long first optical film, supplying the first optical film from a first optical film roll, and bonding the first optical film to one side of the optical cell while feeding the optical cell, wherein bonding the first optical film is started from one of a pair of opposite sides of the optical cell and performed along a direction in which the first optical film is supplied; and

a second bonding step including providing a second optical film obtained by transversely cutting a long second optical film, supplying the second optical film from a second optical film roll, and bonding the second optical film onto the first optical film bonded to the one side of the optical cell, while feeding the optical cell, wherein bonding the second optical film is started from one of another pair of opposite sides of the optical cell and performed along a direction in which the second optical film is supplied.

According to this feature, the first and second optical films, which are not able to be continuously laminated in the form of long strips, are each continuously supplied from a roll, each bonded to the optical cell along the original direction in which each film is supplied from each roll, and bonded, in directions relatively perpendicular to each other, to the optical cell, so that they can be continuously laminated to one side of the optical cell at high yield and high speed. This makes possible high-yield, high-speed, continuous production of optical display panels each having the first and second optical films laminated in a proper arrangement relationship to one side of the optical cell.

Another aspect of the invention is also directed to a system for continuously manufacturing, with the set of optical film rolls, an optical display panel including an optical cell, and a first optical film and a second optical film which are placed in this order on one side of the optical cell, the system including:

a series of feed units for feeding the optical cell and the optical display panel;

a first optical film supply unit for supplying a first optical film from a first optical film roll, wherein the first optical film is obtained by transversely cutting a long first optical film;

a first bonding unit for bonding the first optical film to one side of the optical cell while feeding the optical cell fed by the feed units, wherein the first optical film is supplied by the first optical film supply unit, and bonding the first optical film is started from one of a pair of opposite sides of the optical cell and performed along a direction in which the first optical film is supplied;

a second optical film supply unit for supplying a second optical film from a second optical film roll, wherein the second optical film is obtained by transversely cutting a long second optical film; and

a second bonding unit for bonding the second optical film onto the first optical film bonded to the one side of the optical cell, while feeding the optical cell fed by the feed units, wherein the second optical film is supplied by the second optical film supply unit, and bonding the second optical film is started from one of another pair of opposite sides of the



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optical cell and performed along a direction in which the second optical film is supplied.

According to this feature, the first and second optical films, which are not able to be continuously laminated in the form of long strips, are each continuously supplied from a roll, each bonded to the optical cell along the original direction in which each film is supplied from each roll, and bonded, in directions relatively perpendicular to each other, to the optical cell, so that they can be continuously laminated to one side of the optical cell at high yield and high speed. This makes possible high-yield, high-speed, continuous production of optical display panels each having the first and second optical films laminated in a proper arrangement relationship to one side of the optical cell.

The optical cell may have any shape such as a square or a rectangle as long as it is shaped to have a pair of opposite sides and another pair of opposite sides. In general, a pair of opposite sides of the optical cell is perpendicular to another pair of opposite sides of the optical cell.

The optical display panel and the optical cell each generally have a horizontally-long rectangular shape. In this case, the first long polarizing film generally has a width corresponding to the long side of the optical cell, the long linearly polarized light separating film generally has a width corresponding to the short side of the optical cell, and the second long polarizing film generally has a width corresponding to the short side of the optical cell.

Alternatively, the optical display panel and the optical cell may each have a vertically-long rectangular shape. In this case, the first long polarizing film generally has a width corresponding to the short side of the optical cell, the long linearly polarized light separating film generally has a width corresponding to the long side of the optical cell, and the second long polarizing film generally has a width corresponding to the long side of the optical cell.

#### BRIEF DESCRIPTION OF THE DRAW(ORIGINAL)INGS

FIG. 1 is a schematic diagram of the system of Embodiment 1 for continuously manufacturing an optical display panel;

FIG. 2A is a diagram showing a first bonding unit in Embodiment 1;

FIG. 2B is a diagram showing a second bonding unit in Embodiment 1;

FIG. 2C is a diagram showing a third bonding unit in Embodiment 1;

FIG. 3A is a flow chart illustrating the sequence of placing first, second, and third optical films on an optical cell;

FIG. 3B is a flow chart illustrating the sequence of placing first, second, and third optical films on an optical cell;

FIG. 3C is a flow chart illustrating the sequence of placing first, second, and third optical films on an optical cell;

FIG. 3D is a flow chart illustrating the sequence of placing first, second, and third optical films on an optical cell;

FIG. 3E is a flow chart illustrating the sequence of placing first, second, and third optical films on an optical cell;

FIG. 3F is a flow chart illustrating the sequence of placing first, second, and third optical films on an optical cell;

FIG. 4 is a schematic diagram of the system of Embodiment 2 for continuously manufacturing an optical display panel;

FIG. 5A is a diagram showing a first bonding unit in Embodiment 2;

FIG. 5B is a diagram showing a second bonding unit in Embodiment 2;

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FIG. 6 is a schematic diagram of the system of Embodiment 3 for continuously manufacturing an optical display panel;

FIG. 7A is a diagram showing a first bonding unit in Embodiment 3;

FIG. 7B is a diagram showing a second bonding unit in Embodiment 3;

FIG. 7C is a diagram showing a third bonding unit in Embodiment 3;

FIG. 8 is a schematic diagram showing a method for manufacturing optical film rolls; and

FIG. 9 is a diagram showing a process of placing a linearly polarized light separating film on a long polarizing film.

#### MODE FOR CARRYING OUT THE INVENTION

##### <Set of Optical Film Rolls>

A set of optical film rolls includes at least a first optical film roll and a second optical film roll.

The first optical film roll is a roll of a first long multilayer optical film including a first long optical film and having a width corresponding to the length of a pair of opposite sides of an optical cell. One mode of the first long multilayer optical film wound into a roll is a laminate including a first carrier film and a long first optical film placed thereon. In another mode of the first long multilayer optical film, the first long optical film wound into a roll has a plurality of score lines each formed in the transverse direction.

The second optical film roll is a roll of a second long multilayer optical film including a second long optical film and having a width corresponding to the length of another pair of opposite sides of the optical cell. One mode of the second long multilayer optical film wound into a roll is a laminate including a second carrier film and a long second optical film placed thereon. In another mode of the second long multilayer optical film, the second long optical film wound into a roll has a plurality of score lines each formed in the transverse direction.

##### <Optical Film>

For example, the main part of a polarizing film includes a polarizer (generally about 1 to about 80  $\mu\text{m}$  in thickness) and a polarizer-protecting film or films (generally about 1 to about 500  $\mu\text{m}$  in thickness) formed on one or both sides of the polarizer with or without an adhesive. The polarizer usually has an absorption axis in the stretched direction. A polarizing film including a long polarizer having an absorption axis in the longitudinal direction is also called an "MD polarizing film," and a polarizing film including a long polarizer having an absorption axis in the transverse direction is also called a "TD polarizing film." The main part of the film may further include any other film such as a retardation film such as a  $\lambda/4$  plate or a  $\lambda/2$  plate (generally 10 to 200  $\mu\text{m}$  in thickness), a viewing angle compensation film, a brightness enhancement film, or a surface protecting film. For example, the multilayer optical film may have a thickness in the range of 10  $\mu\text{m}$  to 500  $\mu\text{m}$ .

For example, the main part of a linearly polarized light separating film is a reflective polarizing film of a multilayer structure having a reflection axis and a transmission axis. For example, the reflective polarizing film can be obtained by alternately stacking a plurality of polymer films A and B made of two different materials and stretching them. The refractive index of only the material A is changed and increased in the stretching direction, so that birefringence is produced, in which a reflection axis is formed in the stretching direction where there is a difference in refractive index at the material A-B interface, and a transmission axis is formed in the direc-

tion (non-stretching direction) where no difference in refractive index is produced. This reflective polarizing film has a transmission axis in its longitudinal direction and a reflection axis in its transverse direction (widthwise direction). A commercially available product may be directly used as the reflective polarizing film, or a commercially available product may be subjected to secondary working (such as stretching) and then used as the reflective polarizing film. Examples of the commercially available product include DBEF (trade name) manufactured by 3M Company and APF (trade name) manufactured by 3M Company.

The pressure-sensitive adhesive may be of any type such as an acryl-based pressure-sensitive adhesive, a silicone pressure-sensitive adhesive, or a urethane pressure-sensitive adhesive. For example, the thickness of the pressure-sensitive adhesive layer is preferably in the range of 10  $\mu\text{m}$  to 50  $\mu\text{m}$ . The peel strength between the pressure-sensitive adhesive and the carrier film is typically, but not limited to, 0.15 (N/50 mm sample width). The peel strength can be measured according to JIS Z 0237.

(Carrier Film)

For example, the carrier film to be used may be a conventionally known film such as a plastic film (e.g., a polyethylene terephthalate-based film or a polyolefin-based film). According to conventional techniques, any appropriate film such as a film coated with an appropriate release agent such as a silicone, long-chain alkyl, or fluoride release agent, or molybdenum sulfide may also be used as needed. In general, the carrier film is also called a release film (separator film).

(Liquid Crystal Cell and Liquid Crystal Display Panel)

The liquid crystal cell includes a pair of substrates (a first substrate (viewer side) Pa and a second substrate (back side) Pb) opposed to each other and a liquid crystal layer sealed between the substrates. The liquid crystal cell to be used may be of any type. To achieve high contrast, it is preferable to use a vertical alignment (VA) mode liquid crystal cell or an in-plane switching (IPS) mode liquid crystal cell. The liquid crystal display panel includes the liquid crystal cell, a polarizing film or films bonded to one or both sides of the liquid crystal cell, and optionally a driving circuit incorporated therein.

(Organic EL Cell and Organic EL Display Panel)

The organic electroluminescent (EL) cell includes a pair of electrodes and an electroluminescent layer sandwiched between the electrodes. The organic EL cell to be used may be of any type, such as a top emission type, a bottom emission type, or a double emission type. The organic EL display panel includes the organic EL cell, a polarizing film or films bonded to one or both sides of the organic EL cell, and optionally a driving circuit incorporated therein.

<Embodiment 1>

In Embodiment 1, a set of optical film rolls include a first optical film roll, a second optical film roll, and a third optical film roll. The first optical film roll and the second optical film roll are used when films are placed on one side of the optical cell, and the third optical film roll is used when a film is placed on the other side of the optical cell.

In Embodiment 1, the first optical film roll is a roll of a first long multilayer optical film having a width corresponding to the length of a pair of opposite sides of the optical cell and including a long polarizing film having an absorption axis in the longitudinal direction. The first long multilayer optical film wound into a roll includes a first carrier film and the long polarizing film placed on the first carrier film and having an absorption axis in the longitudinal direction. The polarizing film (11) has a main film part (11a) and a pressure-sensitive adhesive layer (11b). The polarizing film (11) is placed on the

first carrier film (12) with the pressure-sensitive adhesive layer (11b) interposed therebetween (see FIG. 2A).

The second optical film roll is a roll of a second long multilayer optical film having a width corresponding to the length of another pair of opposite sides of the optical cell and including a long linearly polarized light separating film having a reflection axis in the transverse direction. The second long multilayer optical film wound into a roll includes a second carrier film and the long linearly polarized light separating film placed on the second carrier film and having a reflection axis in the transverse direction. The linearly polarized light separating film (21) has a main film part (21a) and a pressure-sensitive adhesive layer (21b). The linearly polarized light separating film (21) is placed on the second carrier film (22) with the pressure-sensitive adhesive layer (21b) interposed therebetween (see FIG. 2B).

The third optical film roll is a roll of a third long multilayer optical film having a width corresponding to the length of another pair of opposite sides of the optical cell and including a long polarizing film having an absorption axis in the longitudinal direction. The third long multilayer optical film wound into a roll includes a third carrier film and the long polarizing film placed on the third carrier film and having an absorption axis in the longitudinal direction. The polarizing film (31) has a main film part (31a) and a pressure-sensitive adhesive layer (31b). The polarizing film (31) is placed on the third carrier film (32) with the pressure-sensitive adhesive layer (31b) interposed therebetween (see FIG. 2C).

<Manufacture of Optical Film Rolls>

The method for manufacturing a set of optical film rolls includes the steps of: subjecting a first raw (original) long multilayer optical film to slitting parallel to the longitudinal direction to form a first long multilayer optical film having a width corresponding to the length of a pair of opposite sides of the optical cell and winding the first long multilayer optical film, wherein the first raw (original) long multilayer optical film includes a raw (original) long polarizing film having an absorption axis in the longitudinal direction; subjecting a second raw (original) long multilayer optical film to slitting parallel to the longitudinal direction to form a second long multilayer optical film having a width corresponding to the length of another pair of opposite sides of the optical cell and winding the second long multilayer optical film, wherein the second raw (original) long multilayer optical film includes a raw (original) linearly polarized light separating film having a reflection axis in the transverse direction; and subjecting a third raw (original) long multilayer optical film to slitting parallel to the longitudinal direction to form a third long multilayer optical film having a width corresponding to the length of another pair of opposite sides of the optical cell and winding the third long multilayer optical film, wherein the third raw (original) long multilayer optical film includes a raw (original) long polarizing film having an absorption axis in the longitudinal direction.

FIG. 8 shows an example of a roll manufacturing apparatus suitable for use in manufacturing a set of optical film rolls. The manufacturing apparatus includes an unwinding mechanism 840 for unwinding a roll R0 of a first raw (original) long multilayer optical film 855, a mechanism 850 for slitting the raw (original) film 855, and a winder 860 for winding first multilayer optical films into rolls R1 and R2, respectively. The slitting step may be performed in the line for manufacturing the first long multilayer optical film, and in such a case, the unwinding mechanism 840 is unnecessary.

Examples of the slitting process include a process of slitting a raw (original) unslit film while unwinding it and a process of slitting a raw (original) unslit film without unwind-

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ing it. Any of these processes may be used. In this embodiment, the first raw (original) long multilayer optical film may be subjected to a slitting process in the line for manufacturing it before wound into a roll.

The unwinding mechanism **840** is configured to unwind the first raw (original) multilayer optical film **855** from the roll **R0** under the tensile force produced by nip rollers **857** and other forces, and includes nip rollers **857** and a roll support unit for supporting and rotating the roll **R0**. The roll support unit may have a braking mechanism, a driving mechanism, a tension controlling mechanism, and other mechanisms.

The slitting mechanism **850** includes a slitting table **854** placed under the first raw (original) multilayer optical film **855** and a laser **851** placed above the first raw (original) multilayer optical film **855**. The laser irradiation position is fixed, and the first raw (original) multilayer optical film **855** is continuously fed so that slitting proceeds. The laser **851** may be replaced by a slitter having a slitting blade or other slitting means. In such a case, for example, rotatable circular slitting blades may be oriented in the slitting direction and placed at predetermined intervals, and the first raw (original) multilayer optical film **855** may be allowed to pass between the slitting blades and the supported roll so that slitting can be continuously performed.

The slitting mechanism **850** may be placed at each of positions along the transverse direction of the first raw (original) multilayer optical film **855** (the draw(original)ing shows only a single position), and they may be shifted along the transverse direction of the first raw (original) multilayer optical film **855** so that the slit width can be changed, and then fixed. For example, the slitting mechanism **850** may be placed at each of three positions, and the two intervals between the irradiation positions may be set to correspond to the short and long sides of the optical cell, respectively.

The winder **860** is an apparatus for winding the slit materials into rolls **R1** and **R2**, respectively. One or more winders **860** may be provided depending on the number of the rolls to be formed after slitting. It is preferred to provide an additional winder for winding the leftover material in the same manner. The draw(original)ing shows an example where a winder for winding the leftover material into a roll **R3** is provided.

For example, the winder **860** includes winding units **861** and **862** for winding the materials into the rolls **R1** and **R2**, respectively, and each winding unit has a rotary drive mechanism capable of controlling tension. The winding units **861** and **862** have the function of fixing the rolls **R1** and **R2** or the cores thereof, respectively. In the winder **860**, for example, the first long multilayer optical films **856** obtained after slitting may be wound at a constant speed by the winding units **861** and **862**, respectively while the speed may be controlled by the nip rollers **857** placed upstream of the winding units **861** and **862**. In this embodiment, two rolls **R1** and **R2** of the first long multilayer optical film **856** are simultaneously produced from a single roll **R0**. It will be understood that this is a non-limiting and that alternatively one roll may be produced or three or more rolls may be simultaneously produced.

There has been described above a process of manufacturing a roll of the first long multilayer optical film. A roll of the second long multilayer optical film and a roll of the third long multilayer optical film can be manufactured in the same way as described above, so that a set of optical film rolls can be obtained.

<Manufacture of Optical Display Panel with a Set of Optical Film Rolls>

FIGS. **1** and **2A** to **2C** are schematic diagrams of a system for continuously manufacturing an optical display panel using a set of optical film rolls manufactured as described

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above. Hereinafter, the system of this embodiment for continuously manufacturing an optical display panel will be specifically described with reference to FIGS. **1** and **2A** to **2C**.

This embodiment will also be described with reference to an example where the optical cell is a horizontally-long rectangular liquid crystal cell and the optical display panel is a horizontally-long rectangular liquid crystal display panel. The optical film rolls used are as shown in FIGS. **1** and **2A** to **2C**. Specifically, the first optical film roll **1** used is a roll of a first long multilayer optical film **10** having a width corresponding to the long side of a liquid crystal cell **P**. The first long multilayer optical film **10** includes a first carrier film **12** and a first long polarizing film **11** (corresponding to the first optical film) placed on the first carrier film **12** and having an absorption axis in the longitudinal direction. The second optical film roll **2** used is a roll of a second long multilayer optical film **20** having a width corresponding to the short side of the liquid crystal cell **P**. The second long multilayer optical film **20** includes a second carrier film **22** and a long linearly polarized light separating film **21** (corresponding to the second optical film) placed on the second carrier film **22** and having a reflection axis in the transverse direction. The third optical film roll **3** used is a roll of a third long multilayer optical film **30** having a width corresponding to the short side of the liquid crystal cell **P**. The third long multilayer optical film **30** includes a third carrier film **32** and a second long polarizing film **31** (corresponding to the third optical film) placed on the third carrier film **32** and having an absorption axis in the longitudinal direction. In this embodiment, as shown in FIG. **2A**, the first long polarizing film **11** includes a long main film part **11a** and a pressure-sensitive adhesive **11b**. As shown in FIG. **2B**, the long linearly polarized light separating film **21** includes a long main film part **21a** and a pressure-sensitive adhesive **21b**. As shown in FIG. **2C**, the second long polarizing film **31** includes a long main film part **31a** and a pressure-sensitive adhesive **31b**.

As shown in FIG. **1**, the system **100** of this embodiment for continuously manufacturing a liquid crystal display panel includes a series of feed units **X** for feeding a liquid crystal cell **P** and a liquid crystal display panel **LD**, a first optical film supply unit **101**, a first bonding unit **81**, a second optical film supply unit **102**, a second bonding unit **82**, a third optical film supply unit **103**, and a third bonding unit **83**.

(Feed Units)

The feed units **X** are configured to feed the liquid crystal cell **P** and the liquid crystal display panel **LD**. The feed units **X** include a plurality of feed rollers **X1**, a suction plate, and other components. Although described in detail later, the feed units **X** in this embodiment also include an orientation changing unit **75** provided between the first bonding unit **81** and the second bonding unit **82** for interchanging the directions of the long and short sides of the liquid crystal cell **P** relative to the direction in which the liquid crystal cell **P** is fed.

(First Optical Film Supply Unit)

The first optical film supply unit **101** is configured to perform a process including unwinding the first long multilayer optical film **10**, which has a width corresponding to the long side of the liquid crystal cell **P**, from the first optical film roll **1**, cutting the first long polarizing film **11** in the transverse direction at intervals corresponding to the short side of the liquid crystal cell **P** to form a first polarizing film **111**; and supplying the resulting first polarizing film **111** to the first bonding unit **81**. In this embodiment, the first optical film supply unit **101** includes a first unwinding unit **101a**, a first cutting unit **41**, a first tension control unit **51**, a first peeling unit **61**, a first take-up unit **71**, and a plurality of feed roller units.

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The first unwinding unit **101a** has an unwinding shaft, on which the first optical film roll **1** is mounted, and is configured to unwind the first long multilayer optical film **10** from the first optical film roll **1**. The first unwinding unit **101a** may have two unwinding shafts. This makes it possible to rapidly join a film to another film from a roll mounted on another unwinding shaft without replacing the roll **1** with new one.

The first cutting unit **41** includes cutting means **41a** and suction means **41b** and is configured to half cut the first long multilayer optical film **10** in the transverse direction at intervals corresponding to the short side of the liquid crystal cell P (namely, to cut the first long polarizing film **11** in the transverse direction without cutting the first carrier film **12**). In this embodiment, the first cutting unit **41** is configured to perform a process including cutting the first long polarizing film **11** (the main film part **11a** and the pressure-sensitive adhesive **11b**) in the transverse direction using the cutting means **41a** while fixing the first long multilayer optical film **10** by sucking it from the first carrier film **12** side with the suction means **41b**, so that a first polarizing film **111** of a size corresponding to that of the liquid crystal cell P is formed on the first carrier film **12**. The cutting means **41a** may be a cutter, a laser, or a combination thereof.

The first tension control unit **51** has the function of maintaining a tension on the first long multilayer optical film **10**. In this embodiment, a non-limiting example of the first tension control unit **51** includes dancer rolls.

The first peeling unit **61** is configured to peel off the first polarizing film **111** from the first carrier film **12** by folding back the first long multilayer optical film **10** with the first carrier film **12** inside. The first peeling unit **61** may include a wedge-shaped member, rollers, and other components.

The first take-up unit **71** is configured to take up the first carrier film **12** from which the first polarizing film **111** is peeled off. The first take-up unit **71** has a take-up shaft on which a roll for taking up the first carrier film **12** is mounted. (First Bonding Unit)

The first bonding unit **81** is configured to perform a process including bonding the first polarizing film **111** (peeled off by the first peeling unit **61**) to the back side Pb of the liquid crystal cell P with the pressure-sensitive adhesive **11b** interposed therebetween while feeding the liquid crystal cell P in a direction parallel to the short side of the liquid crystal cell P, which is fed by the feed units X, wherein the first polarizing film **111** is supplied by the first optical film supply unit **101**, and bonding the first polarizing film **111** is started from the long side of the liquid crystal cell P and performed along the direction in which the first polarizing film **111** is supplied (or along the direction of the short side of the liquid crystal cell P). The first bonding unit **81** includes a pair of bonding rollers **81a** and **81b**, in which at least one of the bonding rollers **81a** and **81b** is a driving roller.

(Second Optical Film Supply Unit)

The second optical film supply unit **102** is configured to perform a process including unwinding the second long multilayer optical film **20**, which has a width corresponding to the short side of the liquid crystal cell P, from the second optical film roll **2**, cutting the long linearly polarized light separating film **21** in the transverse direction at intervals corresponding to the long side of the liquid crystal cell P to form a linearly polarized light separating film **211**; and supplying the resulting linearly polarized light separating film **211** to the second bonding unit **82**. In this embodiment, the second optical film supply unit **102** includes a second unwinding unit **102a**, a second cutting unit **42**, a second tension control unit **52**, a second peeling unit **62**, a second take-up unit **72**, and a plurality of feed roller units. The second unwinding unit **102a**,

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the second cutting unit **42**, the second tension control unit **52**, the second peeling unit **62**, and the second take-up unit **72** have the same configuration and function as the first unwinding unit **101a**, the first cutting unit **41**, the first tension control unit **51**, the first peeling unit **61**, and the first take-up unit **71**, respectively.

(Second Bonding Unit)

The second bonding unit **82** is configured to perform a process including bonding the linearly polarized light separating film **211** (peeled off by the second peeling unit **62**) to the first polarizing film **111** on the back side Pb of the liquid crystal cell P with the pressure-sensitive adhesive **21b** interposed therebetween while feeding the liquid crystal cell P in a direction parallel to the long side of the liquid crystal cell P, which is fed by the feed units X, wherein the linearly polarized light separating film **211** is supplied by the second optical film supply unit **102**, and bonding the linearly polarized light separating film **211** is started from the short side of the liquid crystal cell P and performed along the direction in which the linearly polarized light separating film **211** is supplied (or along the direction of the long side of the liquid crystal cell P). The second bonding unit **82** includes a pair of bonding rollers **82a** and **82b**, in which at least one of the bonding rollers **82a** and **82b** is a driving roller.

(Third Optical Film Supply Unit)

The third optical film supply unit **103** is configured to perform a process including unwinding the third long multilayer optical film **30**, which has a width corresponding to the short side of the liquid crystal cell P, from the third optical film roll **3**, cutting the second long polarizing film **31** in the transverse direction at intervals corresponding to the long side of the liquid crystal cell P to form a second polarizing film **311**; and supplying the resulting second polarizing film **311** to the third bonding unit **83**. In this embodiment, the third optical film supply unit **103** includes a third unwinding unit **103a**, a third cutting unit **43**, a third tension control unit **53**, a third peeling unit **63**, a third take-up unit **73**, and a plurality of feed roller units. The third unwinding unit **103a**, the third cutting unit **43**, the third tension control unit **53**, the third peeling unit **63**, and the third take-up unit **73** have the same configuration and function as the first unwinding unit **101a**, the first cutting unit **41**, the first tension control unit **51**, the first peeling unit **61**, and the first take-up unit **71**, respectively.

(Third Bonding Unit)

The third bonding unit **83** is configured to perform a process including bonding the second polarizing film **311** (peeled off by the third peeling unit **63**) to the viewer side Pa of the liquid crystal cell P with the pressure-sensitive adhesive **31b** interposed therebetween while feeding the liquid crystal cell P in a direction parallel to the long side of the liquid crystal cell P, which is fed by the feed units X, wherein the second polarizing film **311** is supplied by the third optical film supply unit **103**, and bonding the second polarizing film **311** is started from the short side of the liquid crystal cell P and performed along the direction in which the second polarizing film **311** is supplied (or along the direction of the long side of the liquid crystal cell P). The third bonding unit **83** includes a pair of bonding rollers **83a** and **83b**, in which at least one of the bonding rollers **83a** and **83b** is a driving roller.

(Orientation Changing Unit)

In this embodiment, the feed units X include an orientation changing unit **75** provided between the first bonding unit **81** and the second bonding unit **82**. The orientation changing unit **75** is configured to interchange the directions of the long and short sides of the liquid crystal cell P, to which the first polarizing film **111** has been bonded, relative to the direction in which the liquid crystal cell P is fed. In this embodiment,

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the orientation changing unit **75** includes a rotation unit for horizontally rotating the liquid crystal cell **P** by 90° while sucking it; and a turnover unit for turning the liquid crystal cell **P** upside down by sucking the liquid crystal cell **P** and rotating it about an in-cell-plane rotation axis parallel or perpendicular to the direction in which the liquid crystal cell **P** is fed. When the orientation changing unit **75** is provided, the first long polarizing film **10** and the long linearly polarized light separating film **20** can be bonded, in directions relatively perpendicular to each other, to the optical cell **P** without arranging the lines for feeding the first long polarizing film **10** and the long linearly polarized light separating film **20** perpendicular to each other, so that the space required for the apparatus can be reduced.

Using the system of this embodiment for continuously manufacturing a liquid display panel, the first polarizing film and the linearly polarized light separating film, which are not able to be continuously laminated in the form of long strips, can be each continuously supplied from the roll, each bonded to the liquid crystal cell along the original direction in which each film is supplied from each roll, and bonded, in directions relatively perpendicular to each other, to the liquid crystal cell, so that they can be continuously laminated to the back side of the liquid crystal cell at high yield and high speed. In addition, the second polarizing film can also be continuously supplied from the roll and bonded to the liquid crystal cell along the original direction in which the film is supplied from the roll, so that it can be continuously bonded the viewer side of the liquid crystal cell at high speed. These make possible high-yield, high-speed, continuous production of liquid crystal display panels with high light use efficiency, each having the first polarizing film and the linearly polarized light separating film laminated in a proper arrangement relationship to the back side of the liquid crystal cell and having the second polarizing film bonded to the viewer side of the liquid crystal cell in such a manner that the crossed-Nicols relationship is established between the first and second polarizing films. In this embodiment, the first optical film supply unit, the second optical film supply unit, and the third optical film supply unit are so arranged as to supply the first polarizing film, the linearly polarized light separating film, and the second polarizing film in directions parallel to one another, so that the space occupied by the apparatus can be reduced.

(Modifications of Embodiment 1)

In this embodiment, the first, second, and third bonding units are arranged in this order along the direction in which the liquid crystal cell **P** is fed by the feed units **X**. However, the first, second, third bonding units may be arranged in any other order as long as the first and second bonding units are arranged in this order. For example, along the direction in which the liquid crystal cell **P** is fed by the feed units **X**, the first, third, and second bonding units may be arranged in this order, or the third, first, and second bonding units may be arranged in this order.

In this embodiment, the first, second, and third bonding units are configured to bond the first polarizing film and the linearly polarized light separating film to the lower side of the liquid crystal cell and to bond the second polarizing film to the upper side of the liquid crystal cell. However, this is non-limiting. Alternatively, any two of the films may be bonded to the upper side of the liquid crystal cell, and the remaining one may be bonded to the lower side of the liquid crystal cell, or all the films may be bonded to the upper or lower side of the liquid crystal cell.

In this embodiment, the third optical film supply unit is configured to supply the second polarizing film from the third optical film roll in the same manner as the manner in which

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the first polarizing film and the linearly polarized light separating film are supplied. However, this is non-limiting. Alternatively, the third optical film supply unit may be configured to take and supply the second polarizing film from a container containing pieces of the second polarizing film. For example, the third optical film supply unit may include a feed unit for taking and feeding the second multilayer optical film from a container containing pieces of the second multilayer optical film and a peeling unit for peeling off the piece of carrier film from the second multilayer optical film being fed by the feed unit, wherein the feed unit is configured to supply the second polarizing film from which the piece of carrier film is peeled off by the peeling unit. This type of third optical film supply unit is advantageous when the second polarizing film is not suitable or able to be bonded to the liquid crystal cell by the RTP method.

FIGS. 3A to 3F show examples of the order of the first, second, and third bonding steps and examples of the direction in which the optical film is bonded in each bonding step. It will be understood that the order, the bonding direction, the optical film type shown in FIGS. 3A to 3F are non-limiting in this embodiment.

FIG. 3A shows a process including bonding the MD polarizing film to the back side of the liquid crystal cell along the direction of the short side of the liquid crystal cell (namely, bonding is started from the long side of the liquid crystal cell) (step S1), then bonding the MD polarizing film to the viewer side of the liquid crystal cell along the direction of the long side of the liquid crystal cell (namely, bonding is started from the short side of the liquid crystal cell) (step S2), and then bonding the linearly polarized light separating film (reflective polarizing film) to the MD polarizing film on the back side of the liquid crystal cell along the direction of the long side of the liquid crystal cell (namely, bonding is started from the short side of the liquid crystal cell) (step S3).

FIG. 3B shows a process including bonding the MD polarizing film to the back side of the liquid crystal cell along the direction of the short side of the liquid crystal cell (step S11), then bonding the linearly polarized light separating film (reflective polarizing film) to the MD polarizing film on the back side of the liquid crystal cell along the direction of the long side of the liquid crystal cell (step S12), and then bonding the MD polarizing film to the viewer side of the liquid crystal cell along the direction of the long side of the liquid crystal cell (step S13).

FIG. 3C shows a process including bonding the MD polarizing film to the viewer side of the liquid crystal cell along the direction of the long side of the liquid crystal cell (step S21), then bonding the MD polarizing film to the back side of the liquid crystal cell along the direction of the short side of the liquid crystal cell (step S22), and then bonding the linearly polarized light separating film (reflective polarizing film) to the MD polarizing film on the back side of the liquid crystal cell along the direction of the long side of the liquid crystal cell (step S23).

FIG. 3D shows a process including bonding a retardation film to the back side of the liquid crystal cell along the direction of the short side of the liquid crystal cell (step S31), then bonding the MD polarizing film to the viewer side of the liquid crystal cell along the direction of the long side of the liquid crystal cell (step S32), and then bonding the MD polarizing film to the retardation film on the backside of the liquid crystal cell along the direction of the short side of the liquid crystal cell (step S33).

FIG. 3E shows a process including bonding the MD polarizing film to the viewer side of the liquid crystal cell along the direction of the long side of the liquid crystal cell (step S41),

then bonding a retardation film to the back side of the liquid crystal cell along the direction of the short side of the liquid crystal cell (step S42), and then bonding the MD polarizing film to the retardation film on the backside of the liquid crystal cell along the direction of the short side of the liquid crystal cell (step S43).

FIG. 3F shows a process including bonding a retardation film to the back side of the liquid crystal cell along the direction of the short side of the liquid crystal cell (step S51), then bonding the MD polarizing film to the retardation film on the back side of the liquid crystal cell along the direction of the short side of the liquid crystal cell (step S52), and then bonding the MD polarizing film to the viewer side of the liquid crystal cell along the direction of the long side of the liquid crystal cell (step S53).

As long as the absorption axes of the polarizing films provided on the viewer side and the back side of the liquid crystal cell, respectively, are perpendicular to each other (crossed-Nicols), the viewer side MD polarizing film does not have to be bonded along the direction of the long side of the liquid crystal cell. The viewer side MD polarizing film may be bonded along the direction of the short side, and accordingly, the back side MD polarizing film may be bonded along the direction of the long side of the liquid crystal cell. The MD polarizing film is also non-limiting, and the TD polarizing film may also be used.

<Embodiment 2>

In Embodiment 2, a set of optical film rolls include a first optical film roll and a second optical film roll. As shown in FIGS. 4 and 5A to 5B, the first optical film roll 4 used is a roll of a first long multilayer optical film 410 having a width corresponding to the long side of an organic EL cell EL. The first long multilayer optical film 410 includes a first carrier film 412 and a long retardation film 411 (corresponding to the first optical film) placed on the first carrier film 412 and including a laminate of a long  $\lambda/4$  retardation film having a slow axis in the longitudinal direction and a long  $\lambda/2$  retardation film having a slow axis in a direction making an angle of 67.5 degrees with the longitudinal direction, which are placed in this order on the carrier film 412. The second optical film roll 5 used is a roll of a second long multilayer optical film 520 having a width corresponding to the short side of the organic EL cell EL. The second long multilayer optical film 520 includes a second carrier film 522 and a long polarizing film 521 (corresponding to the second optical film) placed on the second carrier film 522 and having an absorption axis in the longitudinal direction. In this embodiment, as shown in FIG. 5A, the long retardation film 411 has a long main film part 411a and a pressure-sensitive adhesive 411b. As shown in FIG. 5B, the long polarizing film 521 has a long main film part 521a and a pressure-sensitive adhesive 521b.

FIGS. 4 and 5A to 5B are schematic diagrams of the system of Embodiment 2 for continuously manufacturing an organic EL display panel. Hereinafter, the system 400 of this embodiment for continuously manufacturing an organic EL display panel will be specifically described with reference to FIGS. 4 and 5A to 5B.

This embodiment will also be described with reference to an example where the optical cell is a horizontally-long rectangular organic EL cell and the optical display panel is a horizontally-long rectangular organic EL display panel.

As shown in FIG. 4, the system 400 of this embodiment for continuously manufacturing an organic EL display panel includes a series of feed units X for feeding an organic EL cell EL and an organic EL display panel OEL, a first optical film supply unit 401, a first bonding unit 481, a second optical film supply unit 402, and a second bonding unit 482.

(Feed Units)

The feed units X are configured to feed the organic EL cell EL and the organic EL display panel OEL. The feed units X include a plurality of feed rollers X1, a suction plate, and other components. Although described in detail later, the feed units X in this embodiment also include an orientation changing unit 475 provided between the first bonding unit 481 and the second bonding unit 482 for interchanging the directions of the long and short sides of the organic EL cell EL, to which a retardation film 4111 has been bonded, relative to the direction in which the organic EL cell EL is fed.

(First optical film supply unit)

The first optical film supply unit 401 is configured to perform a process including unwinding the first long multilayer optical film 410, which has a width corresponding to the long side of the organic EL cell EL, from the first optical film roll 4, cutting the long retardation film 411 in the transverse direction at intervals corresponding to the short side of the organic EL cell EL to form a retardation film 4111; and supplying the resulting retardation film 4111 to the first bonding unit 481. In this embodiment, the first optical film supply unit 401 includes a first unwinding unit 401a, a first cutting unit 441, a first tension control unit 451, a first peeling unit 461, a first take-up unit 471, and a plurality of feed roller units.

The first unwinding unit 401a has an unwinding shaft, on which the first optical film roll 4 is mounted, and is configured to unwind the first long multilayer optical film 410 from the first optical film roll 4. The first unwinding unit 401a may have two unwinding shafts. This makes it possible to rapidly join a film to another film from a roll mounted on another unwinding shaft without replacing the roll 4 with new one.

The cutting unit 441 includes cutting means 441a and suction means 441b and is configured to half cut the first long multilayer optical film 410 in the transverse direction at intervals corresponding to the short side of the organic EL cell EL (namely, to cut the long retardation film 411 in the transverse direction without cutting the first carrier film 412). In this embodiment, the first cutting unit 441 is configured to perform a process including cutting the long retardation film 411 (the main film part 411a and the pressure-sensitive adhesive 411b) in the transverse direction using the cutting means 441a while fixing the first long multilayer optical film 410 by sucking it from the first carrier film 412 side with the suction means 441b, so that a retardation film 4111 of a size corresponding to that of the organic EL cell EL is formed on the first carrier film 412. The cutting means 441a may be a cutter, a laser, or a combination thereof.

The first tension control unit 451 has the function of maintaining a tension on the first long multilayer optical film 410. In this embodiment, a non-limiting example of the first tension control unit 451 includes dancer rolls.

The first peeling unit 461 is configured to peel off the retardation film 4111 from the first carrier film 412 by folding back the first long multilayer optical film 410 with the first carrier film 412 inside. The first peeling unit 461 may include a wedge-shaped member, rollers, and other components.

The first take-up unit 471 is configured to take up the first carrier film 412 from which the retardation film 4111 is peeled off. The first take-up unit 471 has a take-up shaft on which a roll for taking up the first carrier film 412 is mounted. (First Bonding Unit)

The first bonding unit 481 is configured to perform a process including bonding the retardation film 4111 (peeled off by the first peeling unit 461) to the viewer side ELb of the organic EL cell EL with the pressure-sensitive adhesive 411b interposed therebetween while feeding the organic EL cell EL

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in a direction parallel to the short side of the organic EL cell EL, which is fed by the feed units X, wherein the retardation film **4111** is supplied by the first optical film supply unit **401**, and bonding the retardation film **4111** is started from the long side of the organic EL cell EL and performed along the direction in which the retardation film **4111** is supplied (or along the direction of the short side of the organic EL cell EL). The first bonding unit **481** includes a pair of bonding rollers **481a** and **481b**, in which at least one of the bonding rollers **481a** and **481b** is a driving roller.

(Second Optical Film Supply Unit)

The second optical film supply unit **402** is configured to perform a process including unwinding the second long multilayer optical film **520**, which has a width corresponding to the short side of the organic EL cell EL, from the second optical film roll **5**, cutting the long polarizing film **521** in the transverse direction at intervals corresponding to the long side of the organic EL cell EL to form a polarizing film **5211**; and supplying the resulting polarizing film **5211** to the second bonding unit **482**. In this embodiment, the second optical film supply unit **402** includes a second unwinding unit **402a**, a second cutting unit **442**, a second tension control unit **452**, a second peeling unit **462**, a second take-up unit **472**, and a plurality of feed roller units. The second unwinding unit **402a**, the second cutting unit **442**, the second tension control unit **452**, the second peeling unit **462**, and the second take-up unit **472** have the same configuration and function as the first unwinding unit **401a**, the first cutting unit **441**, the first tension control unit **451**, the first peeling unit **461**, and the first take-up unit **471**, respectively.

(Second Bonding Unit)

The second bonding unit **482** is configured to perform a process including bonding the polarizing film **5211** (peeled off by the second peeling unit **462**) to the retardation film **4111** on the viewer side ELb of the organic EL cell EL with the pressure-sensitive adhesive **521b** interposed therebetween while feeding the organic EL cell EL in a direction parallel to the long side of the organic EL cell EL, which is fed by the feed units X, wherein the polarizing film **5211** is supplied by the second optical film supply unit **402**, and bonding the polarizing film **5211** is started from the short side of the organic EL cell EL and performed along the direction in which the polarizing film **5211** is supplied (or along the direction of the long side of the organic EL cell EL). The second bonding unit **482** includes a pair of bonding rollers **482a** and **482b**, in which at least one of the bonding rollers **482a** and **482b** is a driving roller.

(Orientation Changing Unit)

In this embodiment, the feed units X include an orientation changing unit **475** provided between the first bonding unit **481** and the second bonding unit **482**. The orientation changing unit **475** is configured to interchange the directions of the long and short sides of the organic EL cell EL, to which the retardation film **4111** has been bonded, relative to the direction in which the organic EL cell EL is fed. In this embodiment, the orientation changing unit **475** includes a rotation unit for horizontally rotating the organic EL cell EL by 90° while sucking it. When the orientation changing unit **475** is provided, the long retardation film **411** and the long polarizing film **521** can be bonded, in directions relatively perpendicular to each other, to the organic EL cell EL without arranging the lines for feeding the long retardation film **411** and the long polarizing film **521** perpendicular to each other, so that the space required for the apparatus can be reduced.

Using the system of this embodiment for continuously manufacturing an organic EL display panel, the retardation film and the polarizing film, which are not able to be continu-

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ously laminated in the form of long strips, can be each continuously supplied from the roll, each bonded to the organic EL cell along the original direction in which each film is supplied from each roll, and bonded, in directions relatively perpendicular to each other, to the organic EL cell, so that they can be continuously laminated to the viewer side of the organic EL cell at high yield and high speed. This makes possible high-yield, high-speed, continuous production of organic EL display panels each having the retardation film and the polarizing film which are laminated in a proper arrangement relationship to form a circularly polarizing film with an anti-reflection function. In this embodiment, the first optical film supply unit and the second optical film supply unit are so arranged as to supply the retardation film and the polarizing film in directions parallel to each other, so that the space occupied by the apparatus can be reduced.

(Modifications of Embodiment 2)

In this embodiment, the first and second bonding units are configured to bond the retardation film **4111** and the polarizing film **5211** to the lower side of the organic EL cell. However, this is non-limiting. Alternatively, the first and second bonding units may be configured to bond one of the films to the upper side of the organic EL cell, and the remaining one to the lower side of the organic EL cell, or the two films to the upper side of the organic EL cell.

<Embodiment 3>

In Embodiment 3, a set of optical film rolls include a first optical film roll, a second optical film roll, and a fourth optical film roll. As shown in FIGS. 6 and 7A to 7C, the first optical film roll **7** used is a roll of a first long multilayer optical film **710** having a width corresponding to the short side of an organic EL cell EL. The first long multilayer optical film **710** includes a first carrier film **712** and a long  $\lambda/4$  retardation film **711** (corresponding to the first optical film) placed on the first carrier film **712** and having a slow axis in the transverse direction. The second optical film roll **8** used is a roll of a second long multilayer optical film **820** having a width corresponding to the long side of the organic EL cell EL. The second long multilayer optical film **820** includes a second carrier film **822** and a long  $\lambda/2$  retardation film **821** (corresponding to the second optical film) placed on the second carrier film **822** and having a slow axis in a direction making an angle of 67.5 degrees with the longitudinal direction. The fourth optical film roll **9** used is a roll of a fourth long multilayer optical film **930** having a width corresponding to the short side of the organic EL cell EL. The fourth long multilayer optical film **930** includes a fourth carrier film **932** and a long polarizing film **931** (corresponding to the fourth optical film) placed on the fourth carrier film **932** and having an absorption axis in the longitudinal direction. In this embodiment, as shown in FIG. 7A, the long  $\lambda/4$  retardation film **711** has a long main film part **711a** and a pressure-sensitive adhesive **711b**. As shown in FIG. 7B, the long  $\lambda/2$  retardation film **821** has a long main film part **821a** and a pressure-sensitive adhesive **821b**. As shown in FIG. 7C, the long polarizing film **931** has a long main film part **931a** and a pressure-sensitive adhesive **931b**.

FIGS. 6 and 7A to 7C are schematic diagrams of the system of Embodiment 3 for continuously manufacturing an organic EL display panel. Hereinafter, the system **600** of this embodiment for continuously manufacturing an organic EL display panel will be specifically described with reference to FIGS. 6 and 7A to 7C.

This embodiment will also be described with reference to an example where the optical cell is a horizontally-long rectangular organic EL cell and the optical display panel is a horizontally-long rectangular organic EL display panel.

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As shown in FIG. 6, the system 600 of this embodiment for continuously manufacturing an organic EL display panel includes a series of feed units X for feeding an organic EL cell EL and an organic EL display panel OEL, a first optical film supply unit 601, a first bonding unit 681, a second optical film supply unit 602, a second bonding unit 682, a fourth optical film supply unit 603, and a fourth bonding unit 683. (Feed Units)

The feed units X are configured to feed the organic EL cell EL and the organic EL display panel OEL. The feed units X include a plurality of feed rollers X1, a suction plate, and other components. Although described in detail later, the feed units X in this embodiment also include a first orientation changing unit 675 provided between the first bonding unit 681 and the second bonding unit 682 for interchanging the directions of the short and long sides of the organic EL cell EL, to which a  $\lambda/4$  retardation film 7111 has been bonded, relative to the direction in which the organic EL cell EL is fed. The feed units X also include a second orientation changing unit 676 provided between the second bonding unit 682 and the fourth bonding unit 683 for interchanging the directions of the short and long sides of the organic EL cell EL, to which the  $\lambda/4$  retardation film 7111 and then a  $\lambda/2$  retardation film 8211 have been bonded, relative to the direction in which the organic EL cell EL is fed.

(First optical film supply unit)

The first optical film supply unit 601 is configured to perform a process including unwinding the first long multilayer optical film 710, which has a width corresponding to the short side of the organic EL cell EL, from the first optical film roll 7, cutting the long  $\lambda/4$  retardation film 711 in the transverse direction at intervals corresponding to the long side of the organic EL cell EL to form a  $\lambda/4$  retardation film 7111; and supplying the resulting  $\lambda/4$  retardation film 7111 to the first bonding unit 681. In this embodiment, the first optical film supply unit 601 includes a first unwinding unit 601a, a first cutting unit 641, a first tension control unit 651, a first peeling unit 661, a first take-up unit 671, and a plurality of feed roller units.

The first unwinding unit 601a has an unwinding shaft, on which the first optical film roll 7 is mounted, and is configured to unwind the first long multilayer optical film 710 from the first optical film roll 7. The first unwinding unit 601a may have two unwinding shafts. This makes it possible to rapidly join a film to another film from a roll mounted on another unwinding shaft without replacing the roll 7 with new one.

The cutting unit 641 includes cutting means 641a and suction means 641b and is configured to half cut the first long multilayer optical film 710 in the transverse direction at intervals corresponding to the long side of the organic EL cell EL (namely, to cut the long  $\lambda/4$  retardation film 711 in the transverse direction without cutting the first carrier film 712). In this embodiment, the first cutting unit 641 is configured to perform a process including cutting the long  $\lambda/4$  retardation film 711 (the main film part 711a and the pressure-sensitive adhesive 711b) in the transverse direction using the cutting means 641a while fixing the first long multilayer optical film 710 by sucking it from the first carrier film 712 side with the suction means 641b, so that a  $\lambda/4$  retardation film 7111 of a size corresponding to that of the organic EL cell EL is formed on the first carrier film 712. The cutting means 641a may be a cutter, a laser, or a combination thereof.

The first tension control unit 651 has the function of maintaining a tension on the first long multilayer optical film 710. In this embodiment, a non-limiting example of the first tension control unit 651 includes dancer rolls.

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The first peeling unit 661 is configured to peel off the  $\lambda/4$  retardation film 7111 from the first carrier film 712 by folding back the first long multilayer optical film 710 with the first carrier film 712 inside. The first peeling unit 661 may include a wedge-shaped member, rollers, and other components.

The first take-up unit 671 is configured to take up the first carrier film 712 from which the  $\lambda/4$  retardation film 7111 is peeled off. The first take-up unit 671 has a take-up shaft on which a roll for taking up the first carrier film 712 is mounted. (First Bonding Unit)

The first bonding unit 681 is configured to perform a process including bonding the  $\lambda/4$  retardation film 7111 (peeled off by the first peeling unit 661) to the viewer side ELb of the organic EL cell EL with the pressure-sensitive adhesive 7111b interposed therebetween while feeding the organic EL cell EL in a direction parallel to the long side of the organic EL cell EL, which is fed by the feed units X, wherein the  $\lambda/4$  retardation film 7111 is supplied by the first optical film supply unit 601, and bonding the  $\lambda/4$  retardation film 7111 is started from the short side of the organic EL cell EL and performed along the direction in which the  $\lambda/4$  retardation film 7111 is supplied (or along the direction of the long side of the organic EL cell EL). The first bonding unit 681 includes a pair of bonding rollers 681a and 681b, in which at least one of the bonding rollers 681a and 681b is a driving roller.

(Second Optical Film Supply Unit)

The second optical film supply unit 602 is configured to perform a process including unwinding the second long multilayer optical film 820, which has a width corresponding to the long side of the organic EL cell EL, from the second optical film roll 8, cutting the long  $\lambda/2$  retardation film 821a in the transverse direction at intervals corresponding to the short side of the organic EL cell EL to form a  $\lambda/2$  retardation film 8211; and supplying the resulting  $\lambda/2$  retardation film 8211 to the second bonding unit 682. In this embodiment, the second optical film supply unit 602 includes a second unwinding unit 602a, a second cutting unit 642, a second tension control unit 652, a second peeling unit 662, a second take-up unit 672, and a plurality of feed roller units. The second unwinding unit 602a, the second cutting unit 642, the second tension control unit 652, the second peeling unit 662, and the second take-up unit 672 have the same configuration and function as the first unwinding unit 601a, the first cutting unit 641, the first tension control unit 651, the first peeling unit 661, and the first take-up unit 671, respectively. (Second Bonding Unit)

The second bonding unit 682 is configured to perform a process including bonding the  $\lambda/2$  retardation film 8211 (peeled off by the second peeling unit 662) to the  $\lambda/4$  retardation film 7111 on the viewer side ELb of the organic EL cell EL with the pressure-sensitive adhesive 8211b interposed therebetween while feeding the organic EL cell EL in a direction parallel to the short side of the organic EL cell EL, which is fed by the feed units X, wherein the  $\lambda/2$  retardation film 8211 is supplied by the second optical film supply unit 602, and bonding the  $\lambda/2$  retardation film 8211 is started from the long side of the organic EL cell EL and performed along the direction in which the  $\lambda/2$  retardation film 8211 is supplied (or along the direction of the short side of the organic EL cell EL). The second bonding unit 682 includes a pair of bonding rollers 682a and 682b, in which at least one of the bonding rollers 682a and 682b is a driving roller. (First Orientation Changing Unit)

In this embodiment, the feed units X include a first orientation changing unit 675 provided between the first bonding unit 681 and the second bonding unit 682. The orientation changing unit 675 is configured to interchange the directions



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of the short and long sides of the organic EL cell EL, to which the  $\lambda/4$  retardation film 711a has been bonded, relative to the direction in which the organic EL cell EL is fed. In this embodiment, the first orientation changing unit 675 includes a rotation unit for horizontally rotating the organic EL cell EL by 90° while sucking it. When the first orientation changing unit 675 is provided, the long  $\lambda/4$  retardation film and the long  $\lambda/2$  retardation film can be bonded, in directions relatively perpendicular to each other, to the organic EL cell EL without arranging the lines for feeding the long  $\lambda/4$  retardation film and the long  $\lambda/2$  retardation film perpendicular to each other, so that the space required for the apparatus can be reduced. (Fourth optical film supply unit)

The fourth optical film supply unit 603 is configured to perform a process including unwinding the fourth long multilayer optical film 920, which has a width corresponding to the short side of the organic EL cell EL, from the fourth optical film roll 9, cutting the long polarizing film 931a in the transverse direction at intervals corresponding to the long side of the organic EL cell EL to form a polarizing film 9311; and supplying the resulting polarizing film 9311 to the fourth bonding unit 683. In this embodiment, the fourth optical film supply unit 603 includes a fourth unwinding unit 603a, a fourth cutting unit 643, a fourth tension control unit 653, a fourth peeling unit 663, a fourth take-up unit 673, and a plurality of feed roller units. The fourth unwinding unit 603a, the fourth cutting unit 643, the fourth tension control unit 653, the fourth peeling unit 663, and the fourth take-up unit 673 have the same configuration and function as the first unwinding unit 601a, the first cutting unit 641, the first tension control unit 651, the first peeling unit 661, and the first take-up unit 671, respectively.

(Fourth bonding unit)

The fourth bonding unit 683 is configured to perform a process including bonding the polarizing film 9311 (peeled off by the fourth peeling unit 663) to the  $\lambda/2$  retardation film 8211 on the viewer side of the organic EL cell EL with the pressure-sensitive adhesive 931b interposed therebetween while feeding the organic EL cell EL in a direction parallel to the long side of the organic EL cell EL, which is fed by the feed units X, wherein the polarizing film 9311 is supplied by the fourth optical film supply unit 603, and bonding the polarizing film 9311 is started from the short side of the organic EL cell EL and performed along the direction in which the polarizing film 9311 is supplied (or along the direction of the long side of the organic EL cell EL). The third bonding unit 683 includes a pair of bonding rollers 683a and 683b, in which at least one of the bonding rollers 683a and 683b is a driving roller.

(Second Orientation Changing Unit) In this embodiment, the feed units X also include a second orientation changing unit 676 provided between the second bonding unit 682 and the fourth bonding unit 683. The orientation changing unit 676 is configured to interchange the directions of the short and long sides of the organic EL cell EL, to which the  $\lambda/4$  retardation film 7111 and the  $\lambda/2$  retardation film 8211 have been bonded, relative to the direction in which the organic EL cell EL is fed. In this embodiment, the second orientation changing unit 676 includes a rotation unit for horizontally rotating the organic EL cell EL by 90° while sucking it. When the second orientation changing unit 676 is provided, the long  $\lambda/2$  retardation film and the long polarizing film can be bonded, in directions relatively perpendicular to each other, to the organic EL cell EL without arranging the lines for feeding the long  $\lambda/2$  retardation film and the long polarizing film perpendicular to each other, so that the space required for the apparatus can be reduced.

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Using the system of this embodiment for continuously manufacturing an organic EL display panel, the  $\lambda/4$  retardation film, the  $\lambda/2$  retardation film, and the polarizing film, which are not able to be continuously laminated in the form of long strips, can be each continuously supplied from the roll, and each bonded to the organic EL cell along the original direction in which each film is supplied from each roll. In addition, the  $\lambda/4$  and  $\lambda/2$  retardation films can be bonded, in directions relatively perpendicular to each other, to the organic EL cell, and the  $\lambda/2$  retardation film and the polarizing film can also be bonded, in directions relatively perpendicular to each other, to the organic EL cell. Thus, the films can be continuously laminated to the viewer side of the organic EL cell at high yield and high speed. This makes possible high-yield, high-speed, continuous production of organic EL display panels each having the  $\lambda/4$  retardation film, the  $\lambda/2$  retardation film, and the polarizing film which are laminated in a proper arrangement relationship to form a circularly polarizing film with an anti-reflection function. In this embodiment, the first optical film supply unit, the second optical film supply unit, and the fourth optical film supply unit are so arranged as to supply the  $\lambda/4$  retardation film, the  $\lambda/2$  retardation film, and the polarizing film in directions parallel to one another, so that the space occupied by the apparatus can be reduced.

(Modifications of Embodiment 3)

In this embodiment, the first bonding unit, the second bonding unit, and the fourth bonding unit are configured to bond the  $\lambda/4$  retardation film, the  $\lambda/2$  retardation film, and the polarizing film to the lower side of the organic EL cell. However, this is non-limiting. Alternatively, any two of the films may be bonded to the upper side of the organic EL cell, and the remaining one may be bonded to the lower side of the organic EL cell, or any two of the films may be bonded to the lower side of the organic EL cell, and the remaining one may be bonded to the upper side of the organic EL cell. Alternatively, all the films may be bonded to the upper side of the organic EL cell.

(Common Modifications of Embodiments 1 to 3)

In Embodiments 1 to 3, each optical film roll used is a roll of a long multilayer optical film including a carrier film and a long optical film placed thereon. This structure of the optical film roll is non-limiting. Alternatively, for example, a roll of a long multilayer optical film including a carrier film and a long optical film placed on the carrier film and having a plurality of score lines each formed in the transverse direction (a roll of a scored optical film) may also be used as needed. If the optical film supply unit is configured to supply the optical film from the scored optical film roll, no cutting unit will be necessary.

In Embodiments 1 to 3, each optical film supply unit is configured to supply the optical film by a process including half-cutting the long multilayer optical film in the transverse direction (or cutting the long optical film in the transverse direction without cutting the carrier film) and peeling off the optical film from the carrier film. This configuration is non-limiting. Alternatively, for example, each optical film supply unit may also be configured to supply the optical film by a process including full-cutting the long multilayer optical film in the transverse direction (or cutting the carrier film and the long optical film in the transverse direction) and peeling off the cut piece of the carrier film from the cut piece of the multilayer optical film. To continuously supply optical films at high speed from optical film rolls so that optical display panels can be manufactured at high speed and improved productivity, it is particularly preferred to configure each optical film supply unit as shown in Embodiments 1 to 3.

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In Embodiments 1 to 3, the cutting unit is configured to perform a process including cutting the long optical film in the transverse direction to form, on the carrier film, an optical film of a size corresponding to the size of the optical cell. To improve yield, however, the cutting unit may be configured to perform a process including cutting (skip-cutting) the long optical film in the transverse direction in such a manner that defective parts of the long optical film are separated and in such a manner that an optical film of a size corresponding to the size of the optical cell (a non-defective optical film suitable to be bonded to the optical cell) is formed on the carrier film, and cutting the long optical film in such a manner a defect-containing optical film is made smaller than the size of the optical cell (more preferably, made as small as possible). As mentioned above, when the optical films used are not able to be continuously laminated in the form of long strips, pieces of one of the optical films (e.g., pieces of linearly polarized light separating film) may be placed on the other type of long optical film (e.g., polarizing film). In this case, a part (boundary region) where the piece of one of the optical films is not placed necessarily and regularly occurs in the other type of long optical film. In this case, even if the multilayer optical film formed in such a manner is subjected to the skip cutting in the transverse direction, the boundary region regularly present in the multilayer optical film must be handled as a defective part, which will make it difficult to improve yield. In contrast, according to the invention, the first optical film (e.g., a polarizing film) and the second optical film (e.g., a linearly polarized light separating film), which are not able to be continuously laminated in the form of long strips, can be each continuously supplied from a roll and bonded to the optical cell, and each optical film supply unit can be configured to perform a process including skip-cutting the long optical film in the transverse direction and supplying the resulting optical film from the optical film roll, which makes it possible to effectively improve yield. For example, the first cutting unit may be configured to perform a process including cutting (skip-cutting) the long first optical film in the transverse direction in such a manner that defective parts of the first long optical film are separated, and the second cutting unit may be configured to perform a process including transversely cutting the second long optical film into pieces with a constant length corresponding the size of the optical cell. Such configurations may be combined as needed. In the invention, each optical film may be a roll of a laminate of a carrier film and a long optical film, which is placed on the carrier film and has a plurality of score lines transversely formed so as to separate defective parts and so as to form, on the carrier film, pieces of optical film with a size corresponding to that of the optical cell (non-defective pieces of optical film each suitable to be bonded to the optical cell) and defect-containing pieces of optical film made smaller than the size of the optical cell (more preferably, made as small as possible) (a roll of a scored optical film). Using such a roll, the yield can also be effectively improved. The defect-containing piece of optical film is preferably handled so as not to be bonded to the optical cell, for example, by being peeled off from the carrier film and discharged or by being taken up on the take-up unit together with the carrier film. This also applies to a case where the scored optical film roll is used or a case where the process of full-cutting the long multilayer optical film in the transverse direction is used.

Embodiments 1 to 3 have been described with reference to an example where the optical cell and the optical display panel each have a horizontally-long rectangular shape. It will be understood that the optical cell and the optical display

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panel may each have any shape as long as they are each shaped to have a pair of opposite sides and another pair of opposite sides.

#### DESCRIPTION OF REFERENCE SIGNS

R1, R2, 1, 2, 3, 4, 5, 7, 8, 9 Optical film roll

101, 102, 103, 401, 402, 601, 602, 603 Optical film supply unit

81, 82, 83, 481, 482, 681, 682, 683 Bonding unit

P Liquid crystal cell

LD Liquid crystal display panel

EL Organic EL cell

OEL Organic EL display panel

X Feed unit

The invention claimed is:

1. A set of optical film rolls comprising:

a first optical film roll that is a roll of a first long multilayer optical film having a width corresponding to a length of a pair of opposite sides of an optical cell and including a long polarizing film having an absorption axis in its longitudinal direction; and

a second optical film roll that is a roll of a second long multilayer optical film having a width corresponding to a length of another pair of opposite sides of the optical cell and including a long linearly polarized light separating film having a reflection axis in its transverse direction;

wherein the set of optical film rolls are capable of being used in a process including supplying films and bonding the film, in direction relatively perpendicular to one another, to the optical cell, wherein a direction in which each film is bonded to the optical cell is equal to a direction in which each film is supplied, and the films are laminated to one side of the optical cell.

2. The set of optical film rolls according to claim 1, wherein the first long multilayer optical film wound into a roll includes a first carrier film and the long polarizing film placed on the first carrier film and having an absorption axis in its longitudinal direction, and/or

the second long multilayer optical film wound into a roll includes a second carrier film and the long linearly polarized light separating film placed on the second carrier film and having a reflection axis in its transverse direction.

3. The set of optical film rolls according to claim 2, wherein in the first long multilayer optical film wound into a roll, the long polarizing film has a plurality of score lines formed in its transverse direction, and/or

in the second long multilayer optical film wound into a roll, the long linearly polarized light separating film has a plurality of score lines formed in its transverse direction.

4. The set of optical film rolls according to claim 1, wherein the optical cell is a VA or IPS mode liquid crystal cell.

5. A method for manufacturing the set of optical film rolls according to claim 1, the method comprising:

subjecting a first raw(original) long multilayer optical film to slitting parallel to its longitudinal direction to form a first long multilayer optical film having a width corresponding to the length of a pair of opposite sides of the optical cell and winding the first long multilayer optical film, wherein the first raw(original) long multilayer optical film includes a raw(original) long polarizing film having an absorption axis in its longitudinal direction;

subjecting a second raw(original) long multilayer optical film to slitting parallel to its longitudinal direction to form a second long multilayer optical film having a

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width corresponding to the length of another pair of opposite sides of the optical cell and winding the second long multilayer optical film, wherein the second raw (original) long multilayer optical film includes a raw (original) long linearly polarized light separating film having a reflection axis in its transverse direction.

6. A set of at least three optical film rolls, comprising: the set of optical film rolls according to claim 1; and a third optical film roll capable of being used in a process including supplying a film and bonding the film to a side of the optical cell opposite to another side of the optical cell to which other films are laminated, wherein a direction in which the film is bonded to the optical cell is equal to a direction in which the film is supplied, the third optical film roll being a roll of a third long multilayer optical film having a width corresponding to the length of another pair of opposite sides of the optical cell and including a long polarizing film having an absorption axis in its longitudinal direction.

7. A set of optical film rolls comprising:  
 a first optical film roll that is a roll of a first long multilayer optical film having a width corresponding to a length of a pair of opposite sides of an optical cell and including a first long optical film; and  
 a second optical film roll that is a roll of a second long multilayer optical film having a width corresponding to a length of another pair of opposite sides of the optical cell and including a second long optical film;  
 wherein the set of optical film rolls are capable of being used in a process including supplying films and bonding films, in directions relatively perpendicular to one another, to the optical cell, wherein the films are laminated to one side of the optical cell.

8. The set of optical film rolls according to claim 7, wherein the first long optical film and the second long optical film do not share a common optically-functional film.

9. The set of optical film rolls according to claim 7, wherein the first long multilayer optical film wound into a roll includes a first carrier film and the first long optical film placed on the first carrier film, and/or  
 the second long multilayer optical film wound into a roll includes a second carrier film and the second long optical film placed on the second carrier film.

10. The set of optical film rolls according to claim 9, wherein in the first long multilayer optical film wound into a roll, the first long optical film has a plurality of score lines formed in its transverse direction, and/or  
 in the second long multilayer optical film wound into a roll, the second long optical film has a plurality of score lines formed in its transverse direction.

11. The set optical film rolls according to claim 7, further comprising a fourth optical film roll capable of being use in a process including supplying a film and bonding the film to one side of the optical cell in a direction equal to a direction in which the film is supplied, the fourth optical film roll being a roll of a fourth long multilayer optical film having a width

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corresponding to the length of a pair of opposite sides of the optical cell and including a fourth long optical film.

12. The set of optical film rolls according to claim 11, wherein the first, second, and fourth long optical films do not share a common optically-functional film.

13. The set of optical film rolls according to claim 11, wherein the fourth long multilayer optical film wound into a roll includes a fourth carrier film and the fourth long optical film placed on the fourth carrier film.

14. The set of optical film rolls according to claim 13, wherein in the fourth long multilayer optical film wound into a roll, the fourth long optical film has a plurality of score lines formed in its transverse direction.

15. The set of optical film rolls according to claim 7, wherein the optical cell is a VA of IPS mode liquid crystal cell or an organic electroluminescent cell.

16. A method for manufacturing the set of optical film rolls according to claim 7, the method comprising:

subjecting a first raw(original) long multilayer optical film including a first raw (original) long optical film to slitting parallel to its longitudinal direction to form a first long multilayer optical film having a width corresponding to the length of a pair of opposite sides of the optical cell and winding the first long multilayer optical film; and

subjecting a second raw(original) long multilayer optical film including a second raw long optical film to slitting parallel to its longitudinal direction to form a second long multilayer optical film having a width corresponding to the length of another pair of opposite sides of the optical cell and winding the second long multilayer optical film.

17. A method for manufacturing the set of optical film rolls according to claim 11, the method comprising:

subjecting a first raw (original) long multilayer optical film including a first raw (original) long optical film to slitting parallel to its longitudinal direction to form a first long multilayer optical film having a width corresponding to the length of a pair of opposite sides of the optical cell and winding the first long multilayer optical film;

subjecting a second raw (original) long multilayer optical film including a second raw (original) long optical film to slitting parallel to its longitudinal direction to form a second long multilayer optical film having a width corresponding to the length of another pair of opposite sides of the optical cell and winding the second long multilayer optical film; and

subjecting a fourth raw(original) long multilayer optical film including a fourth raw(original) long optical film to slitting parallel to its longitudinal direction to form a fourth long multilayer optical film having a width corresponding to the length of another pair of opposite sides of the optical cell and winding the fourth long multilayer optical film.

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